

CASE STUDY: FIELD SERVICE TECHNICIANS UTILITY SERVICES



Total Talent Solution enables utility services Client to meet fast growth business demands.

SITUATION: This Source2 client, a leader in the utility services industry, has been experiencing exponential growth since its establishment in 2007 by private equity investors as a platform company for industry consolidation. Now operating in 60+ Districts across the entire U.S., this client hires in excess of 5,000 Field Service Technicians annually, all of whom are sourced by Source2. For over 13 years, Source2's flexible and highly-customized solution has met the evolving and increasing complex needs of this dynamic company.

RECRUITMENT CHALLENGE: Prior to Source2's engagement, this client's Hiring Managers were recruiting autonomously, using costly search and staffing firms and non-standardized processes. Without coordination and standardization, recruiting was costly, inefficient, and inconsistent. Comparisons across districts were not measured.

SOURCE2 SOLUTION: Source2 implemented a customized, variable-cost solution that introduced many process efficiencies based on best-practices and technology integrations, such as text-to-apply. The Cost-Per-Hire solution that eliminated all fixed costs associated with recruiting, provided welcomed relief to the client, whose hiring needs are seasonal.

SOURCE2 HAS SUPPORTED THE CLIENT'S 10X GROWTH OVER THE PAST DECADE, DESPITE THE CHALLENGE OF A CANDIDATE-TO-HIRE RATIO OF 50:1 IN A LABOR MARKET THAT HAS ONLY BECOME INCREASINGLY MORE CHALLENGING OVER TIME.

SOURCE2 RESULTS ACHIEVED:

- **High-Volume Recruitment.** Source2's solution requires identifying and assessing more than 250,000 candidates annually to achieve a 4 to 1 interview-to-hire ratio.
- **Cost-Per-Hire.** As annual hiring volume has grown, scale economies have enabled Source2 to reduce the client's cost-per hire to less than 2% of average annual wages.
- **Time-to-Fill.** Source2 has reduced the time-to-fill open positions to an average of 15 - 30 days, a critical metric given the opportunity cost of idle vehicles.



WORKING WITH SOURCE2: Source2 conducts **high-volume** recruiting and retention engagement for clients. Source2 is **not** a "search" or "staffing" firm. In what we foundationally set up as a strategic relationship, Source2 enables the client to realize 100% of their potential revenues through a fully staffed organization. We take ownership for the **management of the entire recruitment funnel** of sourcing, screening, evaluating and delivering high-quality candidates to client's Hiring Managers for final hire decision. We utilize the client's brand, design and implement lean and agile processes, install AI technologies and dedicate experienced staff for improved outcomes. We are particularly adept at **active outreach to find and engage passive candidates**. The Source2 model delivers a low Cost-Per-Hire while minimizing Time-to-Fill. We can either supplement or replace internal Talent Acquisition efforts, enabling clients to shed or avoid adding fixed costs through our pay-for-performance **low-variable cost solution**.