



**Crowdstaffing**  
A Zenith Talent Company



# Total Talent Acquisition

A complete guide to Crowdstaffing for  
MSP Programs and Enterprise Clients.



## New Century, New Talent

When we formed Zenith Talent in 2000, we realized that we weren't merely standing at the precipice of a new millennium – we had reached the threshold of the traditional workforce marketplace. The dawn of the 21st century was already poised to usher in an unprecedented evolution in the nature of business and talent. So in 2012 – after years of strategizing, experimentation, and refinement as a staffing agency – we pioneered a unique and innovative fulfillment model to meet the demands of these emerging talent acquisition needs. That model took on a life of its own. Today, it's become a new company, a new philosophy, a transformative way of working, and a groundbreaking approach to matching top talent with your program: [Crowdstaffing](#).

The changes we're witnessing today are precipitated by a number of factors including an increase in demand for non-traditional workers, globalization, entrepreneurialism, the rise of Millennials entering an already multigenerational workforce, and the advent of online work platforms. Crowdstaffing represents a confluence of these trends, enabling the very best talent to be hired at massive scales.





## Crowdstaffing connects you with the best talent on the Market

Skilled candidates are eluding corporate recruitment teams. Positions are becoming harder to fill. It's a new century with tough new labor demands. You need a new way of accessing the most skilled talent on the market. The people you need are out there right now. The problem is that traditional staffing providers keep looking in the same places. Their job boards, recruiting platforms, and talent pools cover only 25% of all potential candidates. Crowdstaffing reaches the entire population of active and passive talent for 100% coverage. Whether you're an MSP or a direct employer, Crowdstaffing works for you.

### What is the Crowd?

Businesses today tap into the power of the crowd to solve challenges with innovation, research and resource demands. We've all heard the buzz about crowdfunding and crowdsourcing. Now imagine channeling that power to build more robust talent pools, attain historically superior metrics, and transform the very concept of staffing. In three short years, crowd-based staffing solutions have captured 8.5% of the market. In the next five years, they're set to grow by an average of 50%. Traditional staffing? Not even 7%. Yet these "human intermediation platforms" are still missing one key ingredient: curation.

## The Crowdstaffing Difference

### Total Talent Acquisition

Through Crowdstaffing, you have the opportunity to leverage the scale and speed of the world's first fully curated, crowd-based hiring platform and recruitment marketplace. Crowdstaffing harnesses the power of intelligent technology, a vast network of independent recruiters, and internal staffing curators who ensure complete labor compliance, quality, and customer service. It's a sustainable, enabling, and evolving ecosystem capable of filling 100% of all professional job categories with the highest caliber candidates – for contract and direct-hire positions.

Crowdstaffing isn't just about speed, quality, scalability, and performance – it's also about peace of mind. Zenith Talent, Crowdstaffing's parent company, remains the W2 employer of record for all contingent talent placed under the Crowdstaffing solution, ensuring 100% labor compliance.



## Unrivaled Quality, Scale and Speed

Because our independent recruiters are partners, they have a vested interest in your success. No matter how difficult the position, you receive the best candidates in a shorter time period. Crowdstaffing Recruiter Partners are compensated based on each client's success, ensuring that you receive:



Faster submission time



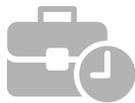
The highest level of client satisfaction



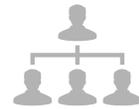
Superior quality talent



Bill rate conformity



Better fill rates



Infinite scalability



Stellar scorecards



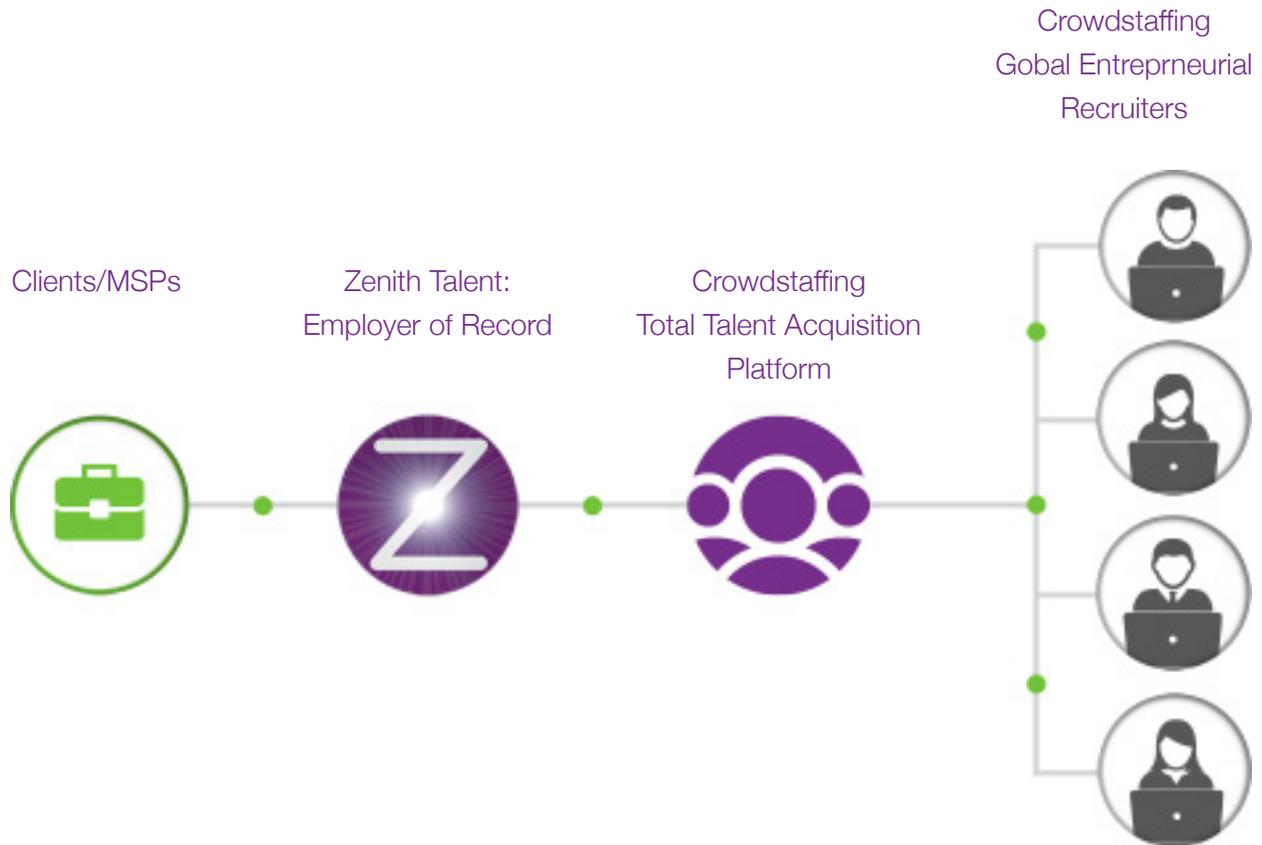
Niche skills combined with broad coverage

This innovative model gives us the flexibility to quickly assemble teams of Recruiter Partners to meet high volume demands. By design, Crowdstaffing cultivates a robust pool of recruiting professionals with general and niche expertise in specific geographies, job categories, and industries. With their depth of knowledge and global reach, they can be utilized at any time to handle programs of all sizes, volumes, and hiring needs.



## Crowdstaffing's Total Talent Acquisition Approach

Crowdstaffing's progressive Total Talent Acquisition model operates on three integrated fronts: a proprietary hiring technology, an expansive and diverse network of independent Crowdstaffing Recruiter Partners, and dedicated account management teams who curate the process for incomparable service, quality, and compliance.



### Technology: The Crowdstaffing Hiring Platform

The Crowdstaffing recruitment model is powered by advanced automation. Refined algorithms match requirements to approved Crowdstaffing Recruiter Partners based on several crucial elements, including job title, job category, industry, location, skills, recruiter experience, demonstrated success with prior placements, and more. The Crowdstaffing Hiring Platform allows us to filter job orders intelligently to qualified Recruiter Partners who represent the best fits for filling the requirements. This process expedites sourcing efforts at virtually unrivaled speeds -- with proven results for both mainstream and niche positions.



## Expertise: Crowdstaffing Recruiter Partners

Crowdstaffing Recruiter Partners are the power and strength behind the model. They hail from a variety of backgrounds, skills, job category specialties, and industries. Our Recruiter Partners rely heavily on socialization, communication, engagement, transparency, candidate interaction, and compelling branding for clients and positions. These teams parallel source as requisitions are received, ensuring the highest volume of qualified local candidates at unprecedented speeds. The online and offline sources our Crowdstaffing Recruiter Partners use are as diverse as the talent pools they develop, built from a combination of job boards, advanced search filters and data mining, cutting-edge social media, online marketplaces, associations, professional directories, targeted lists, alumni networks, special interest groups, and much more.

Crowdstaffing Recruiter Partners have the ability to place any professional category of worker in any program. With their depth of knowledge and global reach, they can be utilized at any time to handle programs of all sizes, volumes, and hiring needs.

## Quality Service Delivery: Curated Talent Acquisition

Perhaps the most significant differentiator in the process comes from expert curation. When local candidates are submitted by Crowdstaffing Recruiter Partners, our seasoned account management teams review the information, screen the submittals, and shortlist the talent with the highest matches to your organization's needs, business culture, and goals. More importantly, the Crowdstaffing account management team serves as your single point-of-contact, further enhancing the effectiveness, simplicity, and ease of communications in the relationship. The result is a high-touch, curated experience that none of our competitors offer.

***“The result is a high-touch, curated experience that none of our competitors offer.”***



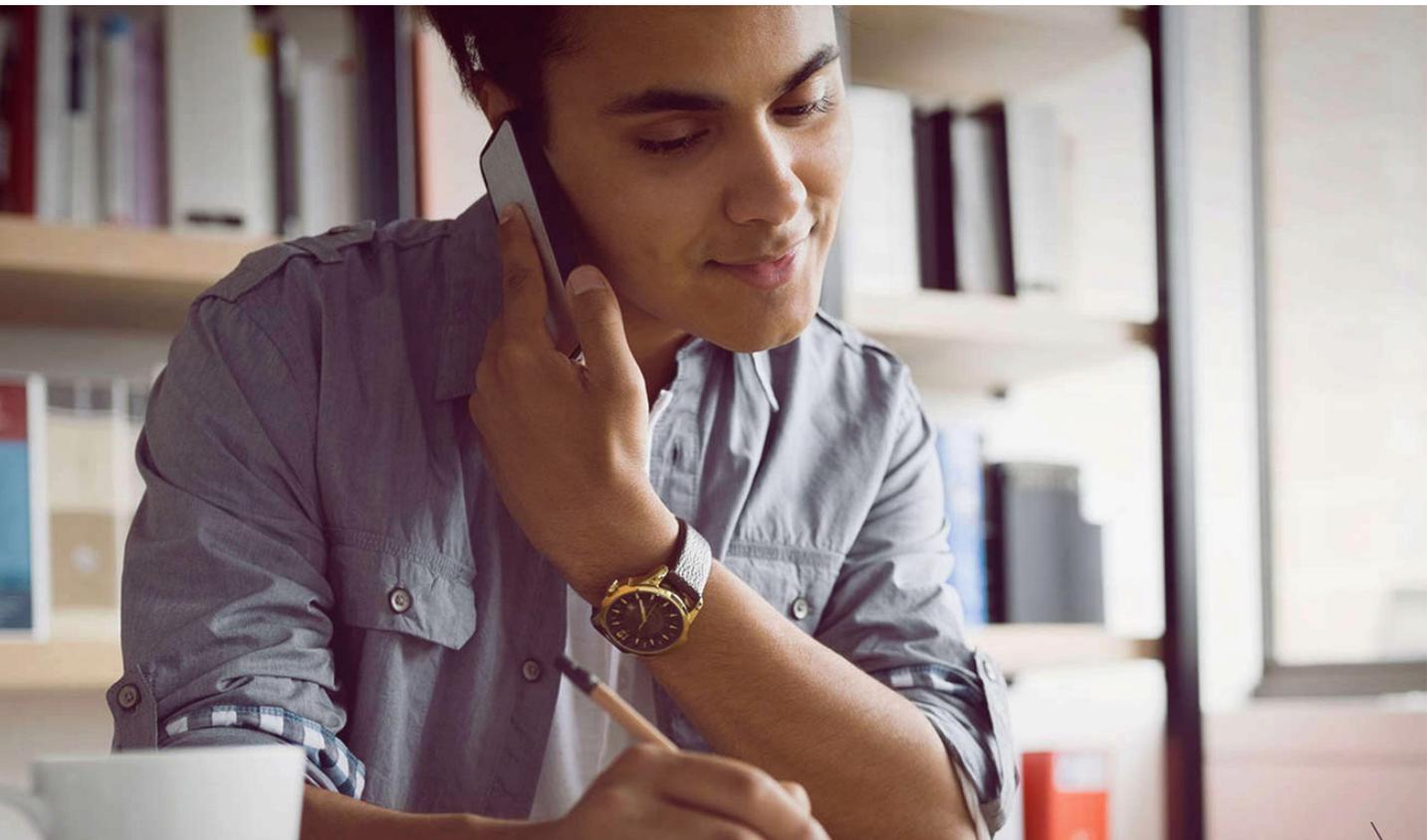


## Access the World's Most Motivated Recruitment Network

### Intrinsically Motivated, Exceptionally Skilled

The Crowdstaffing model changes the game by inspiring recruiters to become entrepreneurs, with greater opportunities through an evolutionary profit-sharing program. They have a vested interest in the success of your mission, so they care. They share your vision, your passion, and your commitment to excellence. And they continue to receive full business support through a dedicated suite of tools, resources, and training.

Crowdstaffing provides opportunities to recruitment professionals from all walks of life, all corners of the globe. These heightened levels of diversity, fresh perspectives, cultures, and ever-expanding networks mean clients receive highly skilled local talent they may never have met through traditional staffing firms.





## An Investment in Success – For Recruiters and Clients

The Crowdstaffing model defies typical commission-based programs where caps limit potential and quotas, or lead generation takes precedent over customer care and performance. This highly incentivized profit-sharing approach creates a healthy and productive level of competition, which instills a sense of total commitment to provide faster submittals and higher quality talent – that means more interviews and successful fills.

- Crowdstaffing's unique profit-sharing model inspires Recruiter Partners to think and act as entrepreneurs – and it's proven to deliver unparalleled results in faster placements of higher caliber talent.
- Crowdstaffing Recruiter Partners earn the lion's share of profits for each and every placement – 33% to 60%. No base salaries, no bonus plans.
- Crowdstaffing Recruiter Partners are intrinsically motivated to deliver top talent quickly. They're paid on performance, realize unlimited earning potential, and many earn six-figure incomes – 4 to 5 times more than they made previously.
- The fastest submittal times for quality talent, with 90% of candidates shortlisted
- Facilitates niche and/or hard-to-fill positions anywhere in the USA and Canada.
- Capacity to place 9,000 workers annually, scalable to 150,000.

## Total Quality Assurance

Speed and scalability should never compromise quality. And that's the power of Crowdstaffing's curated, performance-driven design. The Crowdstaffing model deploys a bottom-up approach that is 100% focused on execution and responsibility. Our internal Account Management and Operations teams provide comprehensive administrative support to clients and Crowdstaffing Recruiter Partners alike: compliance and audit teams, corporate finance and billing, contract, invoice compliance and reconciliation, backend administration, and worker counseling, coaching, and mentoring.

## Unlimited Scalability

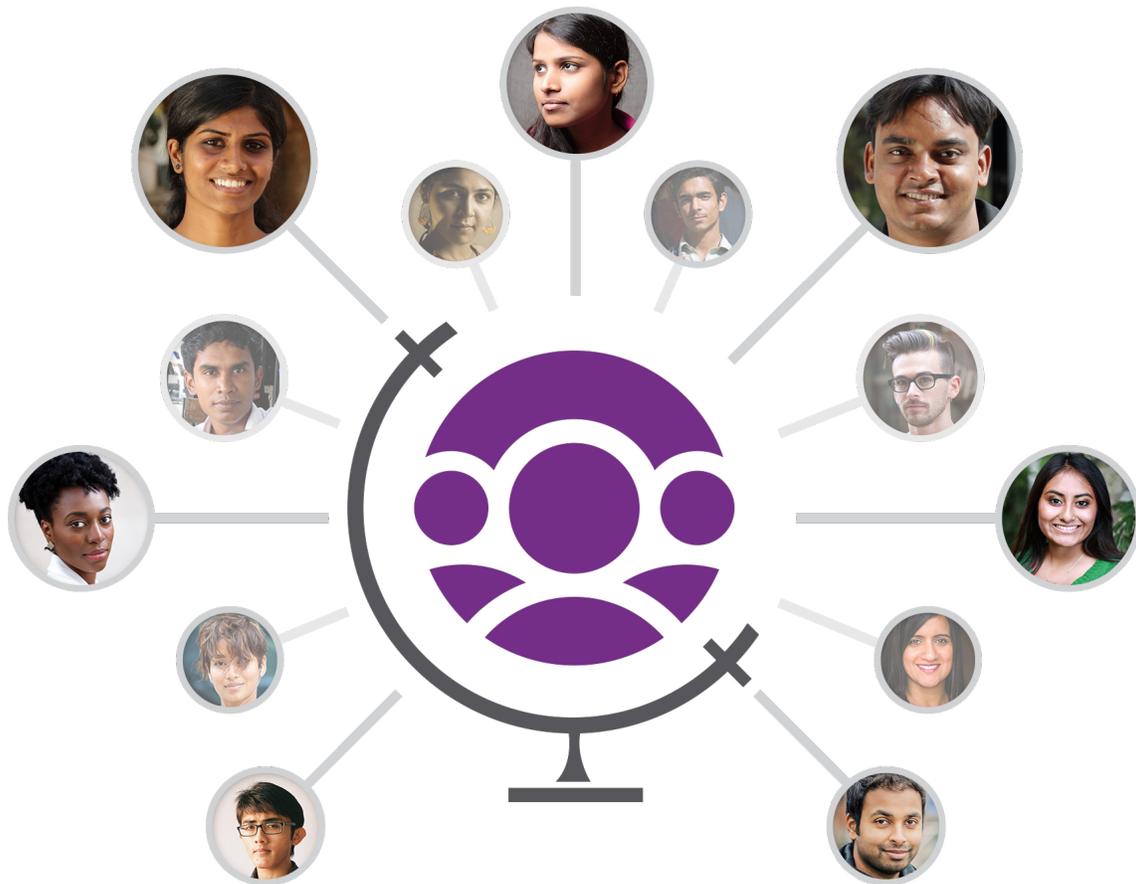
Our current population of Crowdstaffing Recruiter Partners enables us to place 9,000 local workers annually. As the volume of clients and requirements grow, the model will scale to 1,000 partners with the capacity to deliver more than 150,000 local workers per year.



The scalability and flexibility of Crowdstaffing not only supports exponential augmentation, it allows for upward and downward scaling to accommodate peaks and valleys; our model facilitates immediate ramp up for hiring spikes just as easily as adjusting for reduced volumes in times of decreasing demand.

## Recruitment Without Borders

Crowdstaffing supports management activity around the globe, supplemented by technology. The result enables our solution to accommodate “recruitment-without-boundaries,” while always placing talent who are local to our clients. Crowdstaffing’s delivery model is predicated on global account support, local fulfillment, and the fluidity of virtualization. Using regionally strategic hubs, our structure offers a full-service, nationwide operational mechanism that supports any program in the United States and Canada with local talent, regardless of the situation or need.



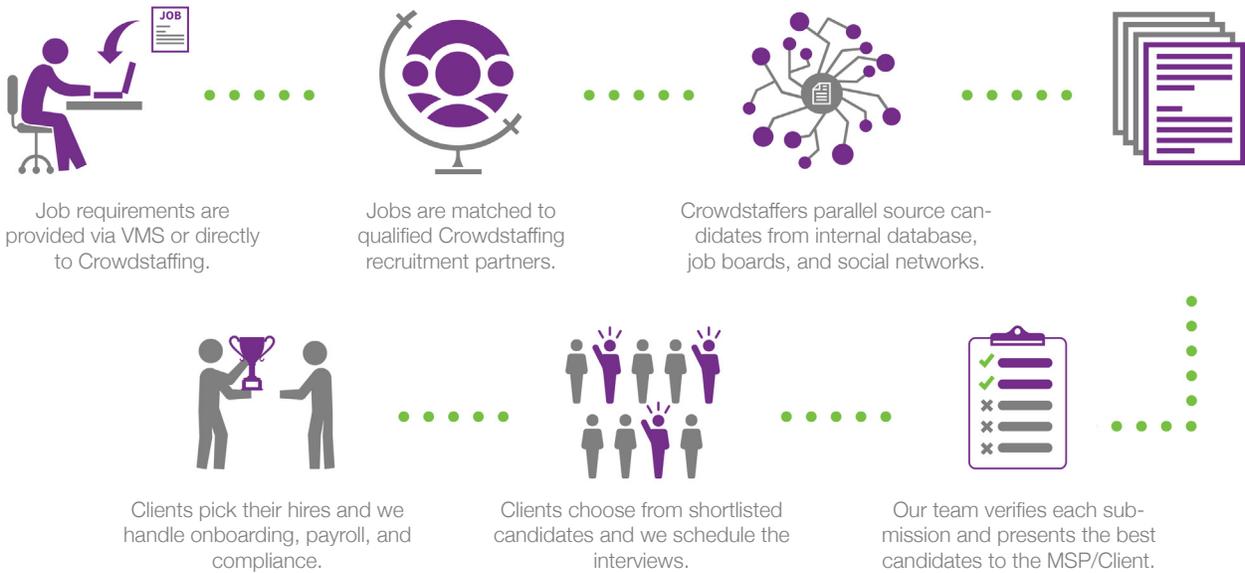


# The Crowdstaffing Model

## Traditional Models

In standard staffing models, firms hire recruiters who source from identified candidate pools. The costs associated with maintaining traditional operations can limit regional coverage and the number of internal recruiting staff. In the Crowdstaffing model, the profit-sharing compensation structure and virtualized office environment significantly reduce the operational overhead needed to support salaries. This in turn leads to a larger number of skilled Crowdstaffing Recruiter Partners who are highly incentivized to provide superior talent, with comprehensive coverage through parallel sourcing strategies.

## How It Works





## Crowdstaffing Advantages

Crowdstaffing	Outsourcing
Global: Not limited by an office location, work anywhere in the world.	Single Location Center: Based around central locations, typically offsite or offshore and limited to a local talent pool.
24/7: Global Entrepreneurial Talent Acquisition Specialists operate across time zones, unburdened by physical office requirements. They set their own schedules.	Set Hours: Workers execute from the facility in shifts to meet requirements.
Flexible Workforce: On-demand access to specialized talent, in any geography and multiple languages.	Rigid Workforce: Fixed staffing models that require lead time for ramp up and down activities.
Output Based Pricing: Payment for work product returned that meets quality standards, allowing for transparency, predictability, and accountability for business results.	Headcount Based Pricing: Based on number of workers and rates. Difficult to predict throughput.
No Overhead Costs: No facility or fixed costs associated with this model.	Fixed Costs: Facility, bench, and other fixed costs increase the price of the outsourced model.

## How Does Crowdstaffing Compare?

	 Scalability	 Speed	 Quality	 Recruiter Motivation	 MSP/VMS Support	 Full Time Hiring	 Freelance Hiring
Traditional Staffing	★	★	★★	★	✓	✓	-
Recruiting Process Outsourcing (RPO)	★★	★★	★	★	✓	✓	-
Offshore Recruiting	★★	★★	★	★	✓	✓	-
Online Staffing	★★★	★★★★	★★★★	-	-	-	✓
Crowdsourcing	★★★★	★★★★	★★★★	★★	-	✓	-
 Crowdstaffing <small>A Zenith Talent Company</small>	★★★★	★★★★	★★★★	★★★★	✓	✓	-



## Optimized Support for MSP/VMS Programs and Large Enterprises

- Submit your requisitions through any VMS, or access our web-based Crowdstaffing Hiring Platform to send job orders directly.
- The Crowdstaffing Hiring Platform matches open requisitions to qualified Recruiter Partners based on location, title, job category, industry, skills, qualifications, and more.
- All jobs are posted for free to our website, job boards, social networks, and other sources.
- Crowdstaffing Recruiter Partners parallel source local candidates through a vast array of techniques and tools.
- Dedicated Crowdstaffing Account Management teams curate the process. They qualify and shortlist the highest caliber applicants, and then present the best fits for your program.
- Submissions, interview requests, and approvals are processed through the Crowdstaffing Hiring Platform or your VMS.
- Crowdstaffing Account Managers facilitate interview scheduling, offers, onboarding, and background screenings.
- Crowdstaffing Account Managers provides dedicated, ongoing program support including billing, performance monitoring, assignment tracking, and more.





## Ideal for Small and Mid-Sized Businesses with Direct-Hire Needs

- Full employer access to submit job orders through our web-based Crowdstaffing Hiring Platform.
- The Crowdstaffing Hiring Platform matches open requisitions to qualified Recruiter Partners based location, title, job category, industry, skills, qualifications, and more. All jobs are posted for free to our website, job boards, social networks, and other sources.
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## Get Results

The success of the Crowdstaffing model is verifiable and proven. We have been named the number one supplier for Google, earned a coveted listing in GameChangers500, and most recently were honored with the 2015 Randstad Sourceright Premier Source Award for Excellence in Staffing Innovation.

Used by these top brands



By combining an unprecedented profit-sharing structure for recruiters with a curated platform, Crowdstaffing has proven to deliver higher caliber talent, niche skills, stellar scorecard results, fast submission times, and limitless scalability for high-volume hiring demands -- all in a risk-free environment. Our recruiters describe Crowdstaffing as “life changing.” Our clients describe it as their most successful supplier partnership.

- Highly motivated and incentivized Crowdstaffing Recruiter Partners compete and parallel source in an open marketplace to engage superior local workers.
- Clients and MSPs receive a comprehensively matched and vetted selection of the very best local candidates, at unprecedented speeds.
- There are no upfront, hidden, or ongoing fees; you pay only when you hire a candidate. Unrivaled support that’s absent in uncurated marketplace recruiting systems.
- Unrivaled support that’s absent in uncurated marketplace recruiting systems. With Crowdstaffing, you receive dedicated account management support, total talent curation, holistic onboarding, compliant employer of record support, process administration and automation, reporting, and unlimited scalability.

*Our recruiters describe  
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**“life changing.”**





## Success You Can Measure

We have demonstrated our ability to surpass the limitations of traditional suppliers by overcoming higher-than-average insurance requirements, enhanced qualifications, and competition for talent in specialized fields. In these programs, Crowdstaffing has risen to the challenge, purchasing the necessary insurance and launching aggressive recruiting campaigns to locate certified talent, which exceed typical job boards and search techniques.

*Our commitment to relationships and the spirit of mutual accomplishments is evident in our valued, long-enduring partnership with Google...*



Our commitment to relationships and the spirit of mutual accomplishments is evident in our valued, long-enduring partnership with Google, a program with over \$400 million in annual contingent spend.

- Named as the top supplier in the program
- 100% compliance for 45 consecutive quarters
- Negative submit time – best in program: recruiting partners consistently exceed service levels in this category, submitting candidates as soon as job orders are opened
- More than 90% of candidates submitted are shortlisted
- 85% of all positions are covered
- 53% better fill rate than program average
- 28% better interview rate than program average
- Attrition 4X lower than the program average over a 12-month period

The Crowdstaffing program for SpaceX is also thriving. In the first quarter alone, the Crowdstaffing model produced the highest number of submissions with the second-highest number of placements.



## Tomorrow's Talent Today

As a premier talent acquisition leader, we're passionate about putting the very best people to work for you. Crowdstaffing delivers unrivaled results: exceptional local talent, fast submission times, and infinite scalability for high volume hiring needs. Anywhere you need skilled professionals in the United States and Canada, Crowdstaffing has you covered: Information Technology, Engineering, IT, Healthcare, and Professional positions (Marketing, Sales, Administration, and Operations).





## Call Us to Plan the Workforce of Tomorrow

Contact us at **844.467.2300** or request talent at **crowdstaffing.com**

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