

New Zealand: End-to-End Support Enables Information Technology Firm to Source Hard-to-Find Talent



Business Issue

A leading provider of IT products and services for the global marketplace including hardware, software, networking, business solutions, and more, experienced challenges recruiting highly specialized workers, along with contract and temporary talent. New Zealand is a highly competitive market with “hard-to-find skills” being a commonly lamented recruitment challenge. Based in Japan, the company has a decentralized global network for recruitment. They rely on recruitment agencies in many regions, but the New Zealand market proved challenging in terms of planning the external recruitment spend and margin control.

The company needed a partner with integrity and reliable delivery systems that could promise end-to-end support in the recruitment process. Based on its experience in the New Zealand market, ManpowerGroup Solutions was engaged to provide a full-scale, start-to-finish approach.

Solution

With a need for everything from sourcing and interviewing to hiring and onboarding, the company outsourced its entire recruitment process in New Zealand to ManpowerGroup. The team assumes full responsibility for development of all permanent, contract and temporary staff. Through this partnership, ManpowerGroup offers an onsite recruitment team focused on both contract and permanent hires. The partnership has grown year on year, delivering high quality, right fit candidates.

The ManpowerGroup team is designed to integrate seamlessly into the client's business. Awareness of available opportunities is further built through strategic marketing campaigns, social media, and partnership between the onsite team and the company's global marketing and HR functions.

Results

Since the inception of ManpowerGroup's RPO solution, extensive results have been realized. Following are just a few:

- External agency spend has been reduced by 38%.
- The RPO team fills an average 200 roles annually, of which approximately 125 are permanent.
- Average time to hire has fallen from 96 days to 37.5 days for all permanent recruitment efforts.
- Cost per permanent hire reduced by 34%.
- Cost per hire for contract and temporary recruitment has decreased by 28%.
- Multimedia campaigns resulted in a 19% increase in jobseeker traffic.



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