

# BENEFITS OF OUTSOURCED RECRUITING

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Scoring with RPO

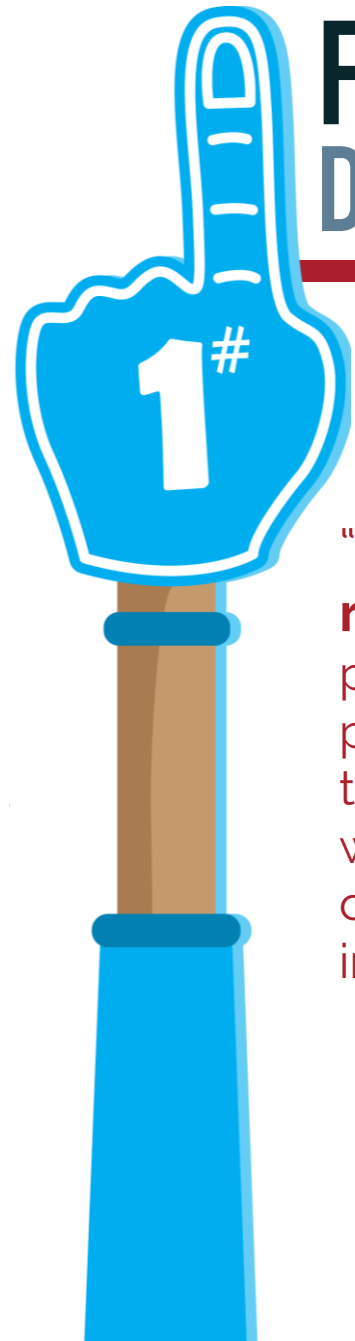


A DAY & ZIMMERMANN COMPANY



# FIRST THINGS FIRST

## DEFINITION: RPO by RPOA

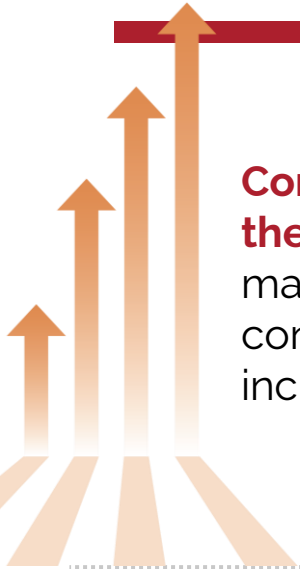


According to the Recruitment Process Outsourcing Association (RPOA), RPO is:

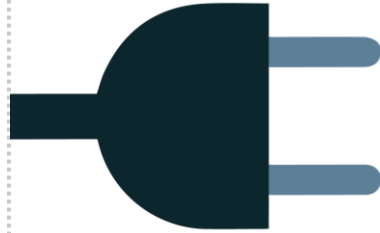
**“An RPO provider acts as a company’s internal recruitment function for a portion or all of its jobs.** RPO providers manage the entire recruiting/hiring process from job profiling through the on-boarding of the new hire, including staff, technology, method, and reporting. A properly managed RPO will improve a company’s time to hire, increase the quality of the candidate pool, provide verifiable metrics, reduce costs, and improve governmental compliance.”

RPO is a sustained, typically exclusive agreement for outsourcing recruiting for the entire enterprise, a specific hiring drive, or a known project length

# WHY PUT RPO ON YOUR TEAM?



**Complexity of the workforce** make-up continues to increase.

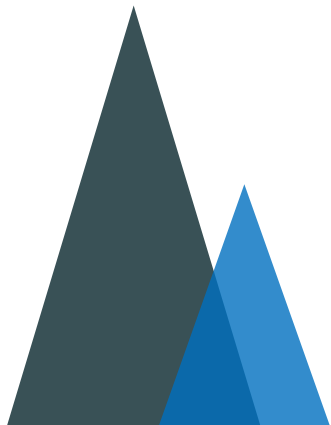


**Use of technology, automation, and multiple platforms** continue to increase.

## Quality of Hire

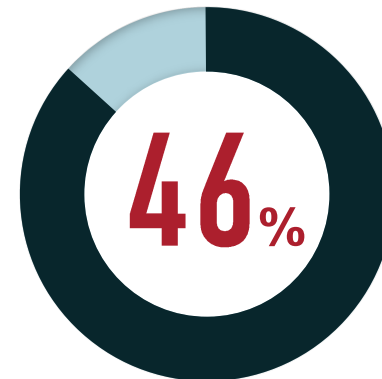
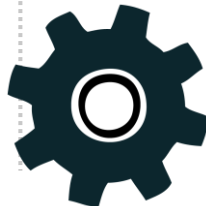
#1

continues to be the **most valuable performance KPI**.



**59%** investing more in **employer brand** compared to 2015.

**Business cycles** are much shorter and different kinds of talent are needed.



report difficulties in **finding candidates** in high demand talent pools.

# TYPES OF RPO



RPO is not a one-size-fits-all type of service. Depending on a client's needs, the level of RPO engagement can vary widely from full service to a more limited scope.

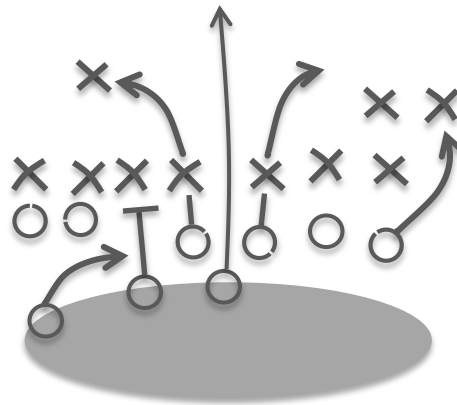
## ENTERPRISE

Typically, this category reflects a company-wide outsourcing of most or all of the sourcing and recruiting processes to an RPO provider.



## PROJECT

This type can include the same elements as enterprise RPO, but they are done for a specific scope of time and/or positions.



## POS (POINT OF SERVICE)

This is the outsourcing of specific parts of the recruiting process to increase the quality of candidates, the efficiency of the process and/or reduce costs.



# RPO PROGRAM BENEFIT #1



## TALENT

- Quality Experience Matters
- Quality Improvement
- Increased Availability
- Scalability & Reach (nationwide or in new geos)



23.8% of survey respondents stated that a positive candidate experience with an employer made them more likely to increase their relationships with employers' respective "brand alliances, product purchases or networking."



**23.8%**  
More likely to increase  
relationship with employer

25.4% were encouraged to continue to maintain a relationship with an employer even after applying for a job.



**25.4%**  
Encouraged to maintain  
relationship after applying

# RPO PROGRAM BENEFIT #2



## EMPLOYMENT BRANDING & TECH

### ONLINE PARTNERS FOR JOB POSTINGS

This is the use of a company to distribute jobs (such as Jobs2Web) and when needed, to quickly post jobs to a variety of websites and job boards – and manage applicant flow.

### JOB BOARDS

Both large job boards like Monster.com and smaller niche boards. The company may already have a contract or the RPO provider may bring the capability with them.

### TECHNOLOGY ATS SOLUTIONS

Most RPO programs that include sourcing and recruiting involve an Applicant Tracking System (ATS) that is either part of the customer's systems or brought into the program by the RPO provider (typically through a partner). The implementation of a new system is another aspect of change that should be taken into consideration.

### BACKGROUND CHECKS

There are many third-parties that provide online background checks and screening services. The RPO provider may have partnerships in place, or the customer may have established procedures and providers in place that can be used by the RPO partner.



# RPO PROGRAM BENEFIT #3



## PLANNING & BUDGET

- Less Reliance on Costly Agency Fees
- Improved Workforce Planning
- Improved Tracking Metrics



### ↑ THINGS TO CONSIDER

- Moving forward, what are your critical skill needs?
- Where will you get talent in the future?
- Do you have gaps?

RPO can address specific areas, gaps or the entire recruiting process.

# RPO PROGRAM BENEFIT #4



## BENCHMARKS & METRICS

75.4%

of candidates are never asked about their experience

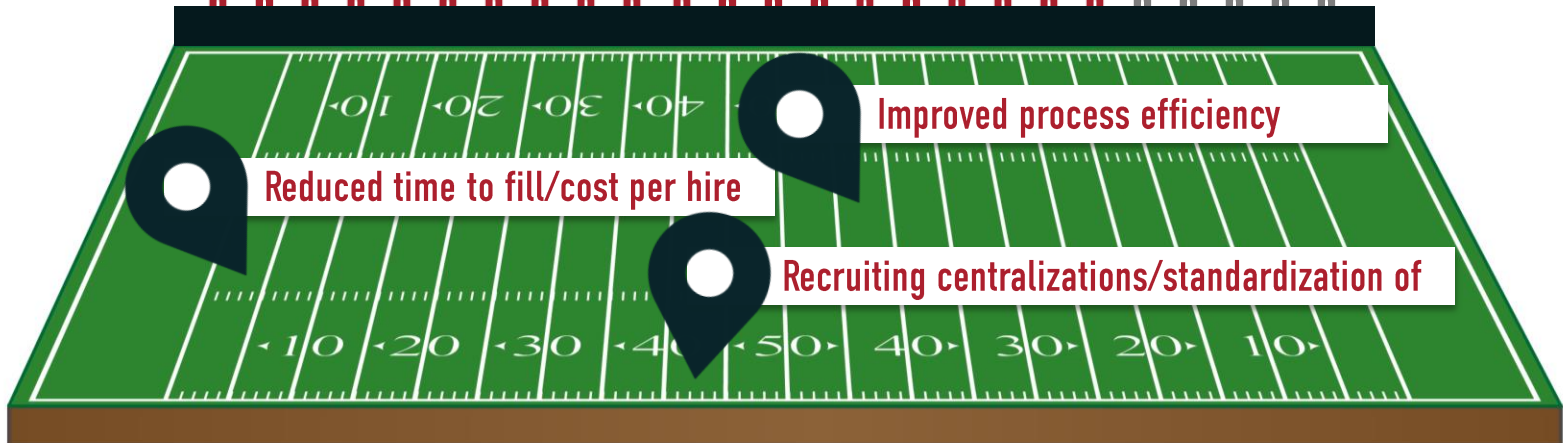
Despite the fact that both big data and candidate experience are trending topics, fully three-quarters of employers have absolutely no analytics to even create basic benchmarks around how candidates perceive their process.



Reduced time to fill/cost per hire

Improved process efficiency

Recruiting centralizations/standardization of





# RPO PROGRAM BENEFIT #5

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## ACCOUNTABILITY & CONTROL

- Customized solution based on current business need
- Dedicated account manager and team and/or resources
- RPO actually provides more control, not less
- Metrics and KPIs are the responsibility of the RPO

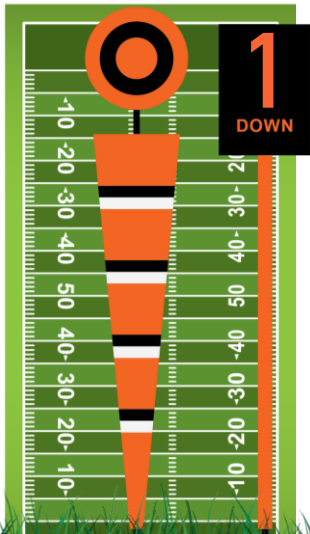


# RECAP: TOP 3 ITEMS TO REMEMBER



Recruitment process outsourcing is typically the most cost-effective way to create a scalable and effective recruiting process. It provides an alternative to building a large, internal recruiting structure and can help improve efficiency and compliance.

## BEFORE YOU CONSIDER A PROGRAM:



**Understand what RPO is and isn't**



**2**  
DOWN

**Explore the different types of programs and cost models**



**3**  
DOWN

**Set your goals for the RPO program and what you will track**

# STILL FEELING LIKE A ROOKIE?



GET IN THE GAME! CHECK OUT THESE OTHER RPO RESOURCES:



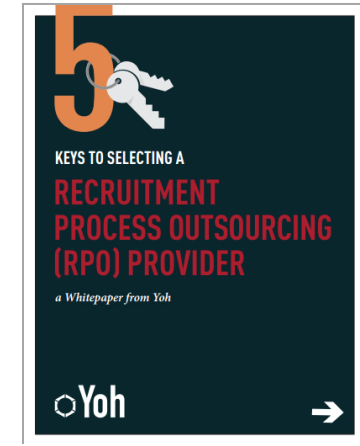
Webinar

**Build an HR Business Case for RPO**



RP-Yoh

**Browse RPO Resources & connect with Yoh**



Whitepaper

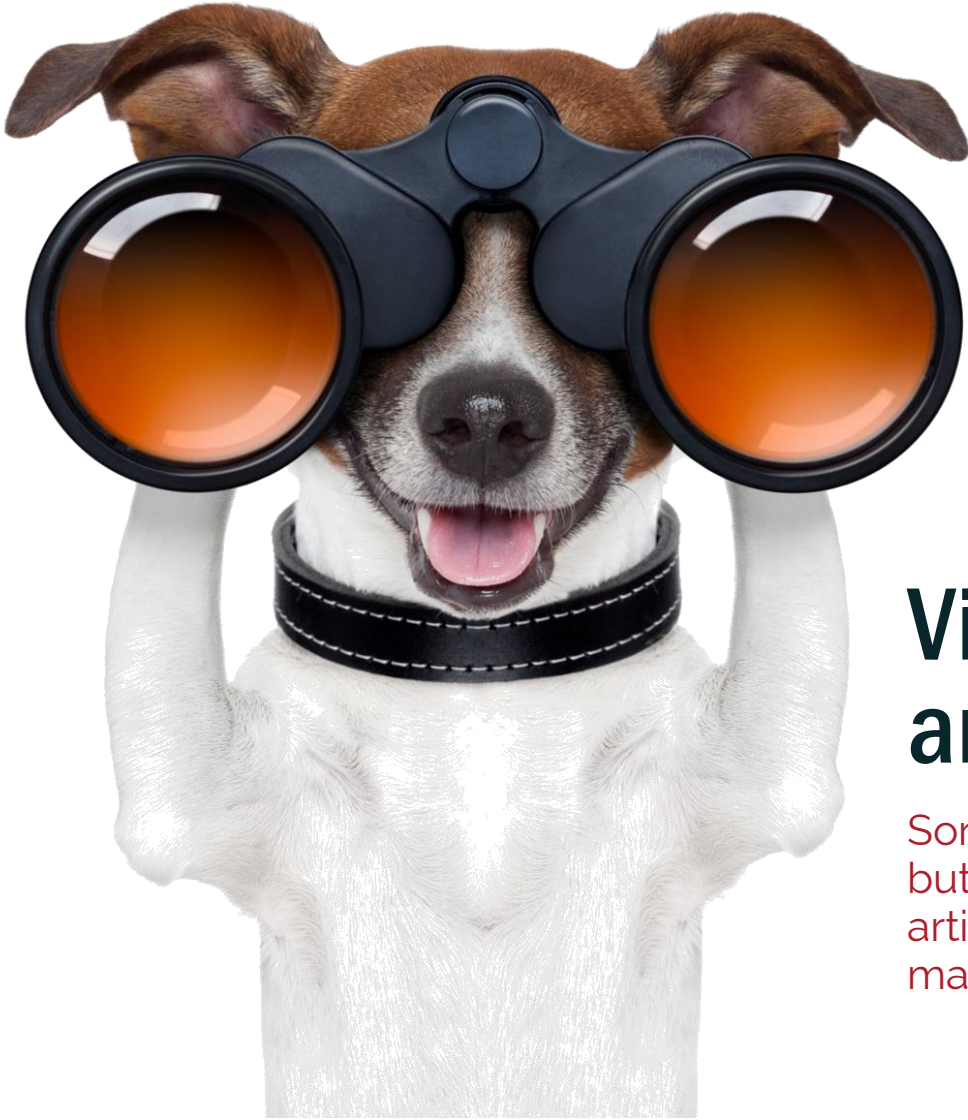
**5 Keys to Selecting a RPO Provider**

## BLOGS

- [The Cold Hard Truth About the HR Revolution](#)
- [RPO 101: What do RPO Providers Really Do?](#)
- [\(Re\)Defining RPO Cost Models and Use Cases](#)
- [Outsourcing HR Doesn't Have to Be All, it Can Be Some](#)

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