

Private Equity-Backed Environmental Emergency Services Firm Overhauls Hiring Process to Meet Demand



How do you go about recruiting a superhero? That's the question that an East-coast private equity-backed environmental cleanup and emergency services company had to ask as they struggled to hire and retain candidates. Despite encouraging growth within the company, hiring managers weren't able to keep up with the demand for the kind of candidates needed to handle emergency response and remediation. Hire Velocity partnered with the company to revamp the hiring process, improve screening methodologies, and build a reliable talent pipeline.

Backed by the same private equity firm as another Hire Velocity client, this company was able to closely observe the results that could be achieved using RPO. They also remained in communication with leadership from the private equity firm, which proved to be instrumental in their decision to collaborate with Hire Velocity. In the first month of the engagement, Hire Velocity was able to more than double the number of offers extended on behalf of the client. The company has extended 101 offers to date with an **average cost per offer accepted of \$1,231**.

Wanted: Environmental Superheroes

Hiring quality candidates to fill open positions proved difficult in this engagement for several reasons. First, the nature of the job proved difficult for many candidates. As an environmental emergency services company, the client needed people who could respond to an emergency at a moment's notice. Like first responders, they would be the ones running toward the problem, whether that's a chemical spill flowing down the streets of a town or a flooded sewage treatment plant. Saving the local area from unimaginable environmental damage is par for the course in this industry, and candidates needed to know what they were signing up for. Unfortunately, not all candidates had both the required driver clearance and the ability to do the physical labor required by the job.

A second challenge was the insufficiency of the company's recruiting processes. With little to no interview or screening process, the client lost many candidates during the background check and onboarding phases. Slow-moving processes also contributed to the candidate drop-off rate, leaving the company with a deficit of up to 40 urgent hires.

Improved Processes and Targeted Appeal Fill Open Roles Fast

In January of 2019, Hire Velocity began working with this client's internal talent acquisition team to develop more efficient interviewing and screening processes as well as talent pipeline development and improved onboarding.

The key, according to Hire Velocity President Byron West, was targeting the right kinds of people and making sure the candidates knew what they were signing up for.

“We found that the best approach was appealing to someone with a first responder mindset,” said West. “It’s been a perfect fit for candidates with a military background because they are trained to run toward the problem and they have a deep commitment to duty, honor, and service. Keeping the environment safe is another way they can serve.”

The company is oriented toward military hires and is willing to pay for HAZWOPER (Hazardous Waste Operations and Emergency Response) training, which opens the door for candidates who are otherwise a good fit for the need.

Hire Velocity also worked with the internal hiring team to screen candidates more efficiently, which resulted in more candidates passing the background check and other assessments.

Protecting the Environment, One Hire at a Time

Over the ten months of the engagement to date, Hire Velocity has helped the client make 101 offers at a cost of **\$1,231** per offer accepted. These hires include CDL drivers, technicians, and a new branch manager.

The RPO partnership has achieved:

101
Offers Made

65
days
Average
Time-to-Fill

\$1,231
Cost-per-
offer
accepted

4,297
Candidates
Sourced

1,575
Candidates
Screened

The transition from a self-serve hiring model to working with an RPO included a learning curve, but the results have been excellent.

“Because of the involvement of leadership on the part of the private equity firm, this has become a solid partnership,” said West. “We’ve been able to demonstrate that we can meet the requirements, find the right kind of talent, improve the quality of hire, and help the client make the necessary internal changes to achieve the levels of performance they need.”