



RPO & Employer Branding

Healthcare Recruitment Process Outsourcing

CHALLENGES

A leading eye care services company needed to quickly scale to fill high volumes of clinical, retail, management and administrative roles to support its high-growth acquisition strategy. The company's existing process identified candidates that lacked the retail and customer service experience needed to support its new strategy; in addition, Hire Velocity's client was not a recognized brand in the new acquisition markets. The company needed a recruiting partner to create a sustainable way to attract qualified candidates on an ongoing basis while simultaneously scaling the existing recruiting efforts to fulfill the needs of each location post-acquisition. In addition, the company needed help to develop and establish a consistent and appealing brand strategy on an ongoing basis.

SOLUTION

The company turned to Hire Velocity for a transformative end-to-end RPO solution to combat the immediate and ongoing challenges. Our customized recruiting strategy included a new hiring workflow, multi-channel sourcing and marketing strategy, and job description analysis and development. Engaging the HR and Recruiting teams at all levels, Hire Velocity worked closely with the team to understand the existing brand, company culture and open positions in order to generate a target candidate profile. Our team developed a sourcing and marketing plan to cultivate a talent pipeline and increase the client's brand awareness in the new markets. The Hire Velocity team developed a repeatable recruiting strategy and process to roll-out for each newly acquired location.

RESULTS

Hire Velocity's heightened brand recognition efforts contributed to the increase in the client's talent pipeline and quality of candidates, leading to a **decrease in the time-to-offer to 17 days, 15% lower than the internal team** and an average **time-to-fill of only 26 days, 47% lower than the industry average**. As a result of the initial success, our RPO solution has been **rolled out to more than 265 local stores**, and the client continues to grow with each new acquisition.

AT A GLANCE

COMPANY

Backed several of the largest global private equity firms, Hire Velocity's client is a leading eye care services firm focused on delivering the highest quality vision care and customer service from its neighborhood optometry offices throughout the mid-Atlantic, Northeast, Midwest and Southeast U.S.

SOLUTION

End-to-end RPO for existing locations and new market expansion with employer branding development

POSITIONS

Management - District Manager, General Manager
Clinical - Optician, Optometric Technician
Retail - Optical/Eyewear Consultant
Administrative - Patient Services Coordinator

VOLUME

500 - 1,000 hires per year

LOCATIONS

More than 285 locations in Connecticut, Illinois, Maryland, Delaware, Virginia, North Carolina, South Carolina, Georgia, Florida, and Washington, DC.

26 days

Time-to-Fill

47%

Lower Time-to-Fill than Industry

90%

Client Satisfaction Rate

About Hire Velocity

Hire Velocity designs talent strategies that build great teams and great businesses. We are a proven leader in Human Capital Solutions and trusted by companies for customized Recruitment Process Outsourcing (RPO), Search, and Talent & Digital Advisory solutions. Hire Velocity partners with clients across nearly every industry to solve recruiting challenges and achieve sustained outcomes. Consistently recognized as a partner that goes the 'extra mile', we are devoted to delivering outstanding customer service.

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