

# 2013 Baker's Dozen Customer Satisfaction Ratings: Recruitment Process Outsourcing

By The Editors

*HRO Today's* Baker's Dozen rankings are based solely on feedback from buyers of the rated services; the ratings are not based on the opinion of the *HRO Today* staff. We collect feedback annually through an online survey, which we distribute both directly to buyers through our own mailing lists and indirectly by sending service providers the link to send to their clients.

Once collected, response data are loaded into the *HRO Today* database for analysis to score each provider that has a statistically significant sample. For this survey, we required 13 responses from 10 companies, and we received feedback from more than 900 customers.

In order to determine an overall ranking, we analyze results across three subcategories: service breadth, deal sizes, and quality. Using a predetermined algorithm that weighs questions and categories based on importance, we calculate scores in all three subcategories as well as an overall score. The rankings are based on those scores. The numbers presented in the tables represent those calculated scores; we include them to demonstrate the relative differences among the ranked service providers.

While we do not claim that our methodology is the only viable ratings program available, we do vouch for its statistical validity. We hope this ranking provides you some insight into your next RFP process.

## 1. Alexander Mann Solutions (AMS)

**Website:** [www.alexandermansolutions.com](http://www.alexandermansolutions.com)

Alexander Mann Solutions is the world's leading provider of talent acquisition and management services. We integrate our outsourcing capability and consulting expertise to enable organizations to attract, engage, and retain top talent. Every day Alexander Mann Solutions and our clients, from a wide range of industries, partner to deliver creative talent acquisition and integrated talent management solutions in over 75 countries.

Alexander Mann Solutions delivers business outcomes through a blend of consulting and outsourcing services, including solutions across the full talent lifecycle; from strategic workforce planning and employer branding, to assessment and selection and onboarding and engagement; from school leavers and graduates, middle managers and executives, to board members and C-suite appointments across both permanent and contingent labor. All solutions are bespoke to meet our clients' individual needs and objectives.

New, more strategically aligned ways of introducing and measuring RPO success are possible today. Our metrics can now align RPO more closely to the wider business objectives such as improving employee satisfaction and attractiveness of the employer brand, reducing attrition, and improving time-to-productivity.

**Key clients:** Atos, Aviva, BAE Systems, Baker Hughes, Barclays, BNP Paribas, Bristol Myers Squibb, Citi, Cobham, Covidien, Credit Suisse, Deloitte, Deutsche Bank, Emulex, Freshfields, GE Capital, Henkel, HSBC, Ingeus, Inpex, Intel, Microsoft, Nike, Northgate, Novartis, Origin Energy, Premier Foods, RBS, Rolls Royce, RSA Group, Royal Mail, RS Components, Sainsbury's, Santander, Serco, Vodafone, and Zurich.

**Services:**

- Integrated recruitment process outsourcing
- Recruitment process outsourcing
- Contingent workforce solutions
- Resourcing augmentation
- source cloud™
- Employer brand management services
- Emerging talent programs
- Executive talent acquisition
- Outplacement and redeployment consulting
- Operations and technology consulting
- Assessment consulting
- Diversity consulting
- Strategic workforce planning
- Workforce analytics
- Supply chain consulting
- Brand and creative consulting

**Important client metrics:**

- Time and cost-related
- Strategic metrics, including quality, experience, and business outcome
- Reducing attrition
- Improving performance (and time to productivity) in role
- Diversity in the extended leadership group

## 2. Randstad Sourceright

**Website:** [www.randstadsourceright.com](http://www.randstadsourceright.com)

Randstad Sourceright is a global talent leader, providing solutions and expertise that help companies position for growth, execute on strategy, and improve business agility. Our experience encompasses all facets of talent, including traditional employees and the contingent, free agent workforce. Key offerings include blended workforce solutions, recruitment process outsourcing (RPO), managed services provider (MSP) programs, and contingent workforce services (CWS).

We successfully entered the business process outsourcing marketplace in 1989 and formally entered the RPO market more than a decade ago, becoming one of the preeminent RPO providers in the world. As part of the Randstad Holding nv family of companies, we are the second largest HR solutions company in the world with revenues of \$22 billion. Our global footprint includes offices in more than 40 countries from which we can provide services to our clients.

Randstad Sourceright has resources located on-site within our client accounts, as well as off-site within our virtual recruiting team and our service centers, creating a flexible delivery mechanism for cost efficiency and quality.

**Key clients:** N/A

**Services:**

- *Blended workforce solutions:* a comprehensive management of talent acquisition, encompassing traditional employees, contingent workforce suppliers and free agents, and drawing on integrated delivery and management of RPO, MSP, and contingent workforce services.
- *Recruitment process outsourcing (RPO):* a global recruitment solution to optimize candidate quality, control costs, and deliver measurable results in performance and business impact.
- *Managed services provider (MSP):* a solution to improve engagement and management of the contingent and free agent workforce and suppliers, increasing quality, reducing costs, and supporting core business goals.
- *Contingent workforce services:* enhance the engagement of free agent talent by improving access, containing costs, and mitigating compliance risks. Services include independent contractor risk assessment services, independent contractor compliance management (ICCM), and professional payrolling.

**Important client metrics:**

- Time-to-fill
- Responsiveness
- Customer satisfaction
- Candidate quality (ratio of candidates submitted to candidates interviewed)
- Candidate satisfaction
- Diversity of candidate slate
- Offer letter accuracy/timeliness
- Invoicing accuracy/timeliness
- Data accuracy

## 3. Pinstripe & Ochre House

**Website:** [ochrehouse.pinstripe.com](http://ochrehouse.pinstripe.com)

Pinstripe combined with Ochre House in July of 2013 to form the largest independent provider of global recruitment process outsourcing (RPO) and talent management solutions. Serving world-class organizations in the financial services, healthcare, technology, life sciences and advanced manufacturing industries, Pinstripe & Ochre House deliver customized, talent-centric solutions that drive business results.

**Key clients:** AB In-Bev, Agilent Technologies, Bupa, Carondelet Health System, Citi, Cone Health System, Johns Manville, Kimberley-Clark, Phoebe Putney Health System, Princeton Healthcare System, Reynolds American International, SEHA, SSM, Smiths Group, Telefonica 02, United Biscuits, and VWR.

**Services:**

- Enterprise, co-sourcing, and project recruitment process outsourcing
- Workforce planning
- Resource management
- Requisition management
- Sourcing
- Screening
- Recruiting
- Selection
- Logistics and administration
- Offer process
- Onboarding
- Process reengineering
- Strategic advisory services
- Recruitment marketing services
- Social media services
- HR technology services
- Training
- Off-boarding
- Talent management
- Executive search

**Important client metrics:**

- Quality of hire
- Stakeholder satisfaction
- Diversity
- Cycle time
- Source of hire
- Candidate acceptance ratio
- Interview to offer ratio
- Recruiting efficiency ratio

#### 4. Pontoon

**Website:** [www.pontoonsolutions.com](http://www.pontoonsolutions.com)

Pontoon is the worldwide leader in workforce solutions, offering total talent acquisition and management services that bring greater value to our CWS and RPO clients. We provide true workforce planning through both contingent and permanent industry expertise. Pontoon, a division of Adecco, is a leader in the recruitment process outsourcing space in terms of scale, size, flexibility, customer service, and customer satisfaction. While finding talent is a big part of what we do, we are experts in managing the entire hiring process or augmenting it with additional resources for activities like sourcing, screening and assessment, market expansion, recruitment administration, cyclical and part-time hiring, onboarding, and offer management. We also specialize in university and campus recruitment programs supporting 59 countries. Pontoon delivers industry-vertical workforce solutions for the following sectors: financial services, pharmaceutical, healthcare, life sciences, information technology, energy, manufacturing, telecommunications, business services, retail, government, defense contractors, logistics and transport, and others.

**Key clients:** N/A

**Services:**

- Research and sourcing
- Workforce analytics and supply and demand planning
- Talent acquisition process design, redesign, and optimization
- Culture and values assessments
- Employer branding and messaging
- Innovative passive candidate sourcing
- Recruitment technology and systems modernization
- Management information, business analytics, and reporting dashboards
- Specialized executive search capabilities
- University and campus recruitment

**Important client metrics:**

- Quality of hire
- Interview to hire
- Time to start
- Cost per hire
- Turnover/retention

#### 5. AllegisTalent2

**Website:** [www.allegisgroupservices.com](http://www.allegisgroupservices.com)

AllegisTalent2 provides human capital and workforce management solutions to customers in a wide range of industries globally. AllegisTalent2's offerings include managed services provider (MSP) programs, recruitment process outsourcing (RPO), and advisory services.

**Key clients:** N/A

**Services:**

- *Managed services provider solutions:* services procurement management, payroll, 1099, and IC services.
- *Recruitment process outsourcing solutions:* full-life cycle recruitment support, internal candidate management, employee referral program development, digital recruiting, and social media strategy development.
- *Advisory services:* talent attraction strategy development, human capital consulting, workforce optimization, and business analytics.

**Important client metrics:**

- Manager satisfaction
- Bill rate management
- Diversity spend
- Cycle time
- Invoicing accuracy
- Failure to start
- Fill ratio

## 6. Kenexa, an IBM Company

**Website:** www.kenexa.com

To us, business has always been personal—and it's always been about making the workforce smarter, which is why we're proud to be the platform for a smarter workforce. We look at it from two angles—empowering people and transforming business. Our tools enable businesses to attract and keep the best people, develop their skills, cultivate new leaders, and capitalize on their collective intelligence by applying human insights, social tools, and workforce analytics to transform the way they work. We provide deep insight and experience in employee engagement, talent management, and leadership development mixed with the world's best technology and social platforms, giving us the unique ability to build a smarter workforce.

**Key clients:** N/A

**Services:**

- Recruitment solutions (RPO)
- Project-based recruiting
- Recruitment technology
- Employment branding
- Organizational culture survey
- Vendor management
- Social sourcing
- Talent management
- Employee assessments
- Onboarding
- Performance management
- Learning management
- Compensation solutions
- Engagement surveys
- Leadership solutions

**Important client metrics:**

- Cost per hire
- Customer satisfaction
- Effectiveness
- Efficiency
- Fill rate
- On-time delivery
- Quality of candidates
- Turnover/retention

## 7. PeopleScout

**Website:** www.peoplescout.com

PeopleScout is a leading provider of RPO services aimed at helping companies with their exempt and non-exempt hiring needs. PeopleScout has helped their clients make 220,000 hires annually. The firm's suite of services includes RPO, employment branding, onboarding, and employee retention. Industries served include airline, financial services, telecommunications, retail, utilities, pharmaceutical, manufacturing, and transportation. PeopleScout has managed the recruitment efforts of companies on six continents and in more than 69 countries and has helped more than 40 Fortune 1000 companies.

**Key clients:** N/A

**Services:**

- Proprietary ATS technology
- Employment brand development
- Advertising
- Sourcing
- Screening
- Interview scheduling
- On-site assistance
- Offer administration
- Onboarding coordination
- Requisition management
- Pre-employment verifications
- Workforce planning
- Employee retention services
- Contract recruiter services
- Contingent staffing
- Payrolling services
- Managed service provider services

**Important client metrics:**

- Time to fill
- Fill rate
- Candidate quality
- Candidate diversity
- 90-day attrition

## 8. Advantage xPO

**Website:** www.advantagexpo.com

Advantage xPO®, a leading provider of consultative workforce management solutions, is a division of Advantage Resourcing® one of the largest staffing companies in the world. Advantage xPO delivers global solutions in recruitment process outsourcing (RPO) and managed service programs (MSP) to clients across a variety of industries, and is a trusted partner to leading organizations seeking world-class strategic workforce solutions.

**Key clients:** N/A

**Services:**

- *Recruitment process outsourcing:* full-cycle RPO, partial-cycle RPO, and project-based/volume hires
- *Managed service programs:* solution consulting, program and supplier management, independent contractor/1099 compliance, and payrolling
- *Strategic workforce planning:* talent strategy partner, market research and competitor intel, and talent composition recommendations (temporary vs. permanent)
- *Business process outsourcing:* exclusive transfer of non-core functional work, complete oversight of recruitment administration activities managed by SLAs, and manufacturing and distribution process outsourcing

**Important client metrics:**

- Candidate quality
- Time to submit
- Submission ratio
- Time to fill
- Compliance
- Hiring manager/candidate/supplier satisfaction
- Cost savings

## 9. Hudson RPO

**Website:** www.www.hudsonrpo.com

Hudson is a global talent solutions company with offices in 25 countries worldwide. Core business lines include leadership and specialist recruitment, recruitment process outsourcing (RPO), talent management and professional contracting. Hudson RPO manages the people, processes, and technology associated with recruitment of permanent or contingent talent on a fully outsourced, hybrid, or project basis. A global force in talent solutions, Hudson RPO designs, implements, and manages custom recruitment process outsourcing programs for mid- to large-cap multi-national companies.

**Key clients:** N/A

**Services:**

- *Recruitment process outsourcing (RPO):* recruitment demand forecasting, sourcing, talent pooling and pipelining, internal recruitment, response management and screening, interviewing and selection, psychometric testing and behavioural assessment, job offer and placement, recruitment administration, vendor management, and onboarding.
- *Recruitment projects:* defined, catalyst driven recruitment engagements and typically functional role types that can operate as a stand-alone team or extension of the existing infrastructure.
- *Contingent workforce solutions:* neutral vendor management to select and manage contingent labor providers and direct sourcing of contingent workers
- *Consulting services:* review of recruitment models, processes, technology, and metrics and customized recommendations for improved efficiencies, effectiveness, and cost saving.

**Most important metrics:**

- Hiring manager satisfaction
- Candidate satisfaction
- Vendor satisfaction
- Direct fill rate percentage
- Retention within warranty
- Retention within first year
- Quality of hire
- Source of hire
- Cost per hire
- Time to fill
- Time to shortlist
- Ratio of shortlisted to interviewed candidates
- Ratio of interviewed to placed candidates

## 10. Aon Hewitt

**Website:** [www.aonhewittRPO.com](http://www.aonhewittRPO.com)

Aon Hewitt's RPO solution offers clients project-based and end-to-end talent acquisition solutions, including sourcing, recruitment, assessments, and global support, and management of select recruiting processes and short-term projects. Each year, we assess more than 12 million candidates and assist with over 200,000 hires, saving our clients more than \$50 million annually through early turnover reduction.

Aon Hewitt empowers organizations and individuals to secure a better future through innovative talent, retirement and health solutions. We advise, design and execute a wide range of solutions that enable clients to cultivate talent to drive organizational and personal performance and growth, navigate retirement risk while providing new levels of financial security, and redefine health solutions for greater choice, affordability and wellness. Aon Hewitt is the global leader in human resource solutions with over 30,000 professionals in 90 countries serving more than 20,000 clients worldwide.

**Key clients:** N/A

**Services:**

- Talent acquisition consulting
- Program design
- Workforce planning
- Applicant tracking system(s)
- Career site development/SEO
- Candidate sourcing
- Talent community technology
- Assessment and selection
- Digital interview platform
- Candidate interviewing
- Interview scheduling technology
- Pre-employment check administration
- Onboarding administration
- Candidate care support
- Integrated governance and reporting capabilities and technology

**Important client metrics:**

- Reducing early turnover
- Interview-to-hire ratio
- Candidate and hiring manager satisfaction
- Time-to-fill
- New hire performance

## 11. Seven Step RPO

**Website:** [www.sevenstepRPO.com](http://www.sevenstepRPO.com)

Seven Step Recruiting is a recruitment process outsourcing (RPO) company with operations in Boston, MA and Denver, CO. We offer end-to-end enterprise and project-based recruitment and sourcing solutions for leading global companies in the manufacturing, financial, technical, healthcare, and retail sectors.

**Services:**

- Recruitment process analysis
- Recruitment tools/vendors selection
- Transition process management
- Process change management
- Custom reporting
- Productivity data analytics
- Recruitment process training
- Hiring manager training
- Competitive analysis
- Career site creation/optimization
- Employment branding
- Recruitment advertising consulting
- Search engine optimization
- Advanced online search
- Social media design
- Social media engagement
- Talent community architecture
- Talent community marketing
- Applicant pre-screening
- Skills assessment
- Behavioral descriptive interviewing
- Interview schedule coordination
- Feedback acquisition and analysis
- Interview process consultation
- Pre-closure offer analysis
- Offer letter management
- Compliance consulting
- Background certification
- Reference checking
- Onboarding facilitation
- Pre-boarding engagement

**Important client metrics:**

- Job-posting conversion rate
- Sourcing acceptance rate
- Phone screen pass rate
- Resume acceptance rate
- Scheduling occurrence rate
- Interview success rate
- Offer acceptance rate
- Start rate
- Time to open
- Time to post
- Time to source
- Time to present
- Time-to-resume feedback
- Time to schedule
- Time-to-interview feedback
- Time to pre-closure
- Time to verbal offer
- Time to written offer
- Time to onboard
- Sourced per job
- Screens per job
- Presented per job
- Scheduled per job
- Passed per job
- Offers per job
- Accepted per job

## 12. Futurestep, A Korn Ferry Company

**Website:** www.futurestep.com

Futurestep is the global industry leader in high-impact recruitment solutions, offering fully customized, flexible strategies to help organizations meet specific workforce needs. Our clients turn to us for proven expertise, a global process and infrastructure, proprietary competency models, innovative sourcing strategies, and a unique approach to measure and optimize business impact. As a Korn/Ferry Company, Futurestep can meet a variety of workforce requirements; from RPO and project recruitment, to single search and consulting, our solutions apply a truly world-class capability to deliver talent with impact, providing the experience and global reach to identify, attract and retain the people who drive business success.

**Key clients:** AGL Energy Ltd, Apple, Astra Zeneca, BNY Mellon, Catholic Health Initiatives, Cummins Inc., EMD Serono, Fonterra, GE, Hilton Grand Vacations, Ingenico, Itron, Jones Lang Lasalle, Kraft, Lhoist, Microsoft, Nestle, Newedge Group, Nike, One Steel, Orica, Otsuka, Rio Tinto, Roche, Samsung, Schweppes, Shinogi, Tyco, Treasury Wine Estates, and XL Global.

**Services:**

- Sourcing, screening, and recruitment administration services
- RPO
- Search
- Project recruitment
- Talent acquisition consulting/diagnostics
- Assessment services
- Technology consulting services
- Employer brand and talent communications
- Workforce planning

**Important client metrics:**

- Quality of hire
- Cost per hire
- Time to fill
- Diversity metrics
- Sourcing metrics

## 13. Kelly Outsourcing & Consulting Group (KellyOCG)

**Website:** www.kellyocg.com

Kelly Outsourcing & Consulting Group (KellyOCG), recruitment process outsourcing (RPO) practice is a global leader in managing enterprise-wide talent acquisition process, sourcing, and recruitment solutions. Since 1995, we have delivered best-in-class talent acquisition processes and services with a proven record of success through our experience in advanced sourcing techniques, LEAN methodologies and recruitment process design and management.

KellyOCG is a global leader in innovative talent management solutions in the areas of RPO, BPO, CWO, human resources consulting, career transition and organizational effectiveness, and executive search.

**Key clients:** N/A

**Services:**

- Recruitment process outsourcing (RPO)
- Requisition development with hiring management
- Sourcing
- Screening
- Interview scheduling
- Requisition management (direct responsibility to hiring managers and direct communication with hiring managers)
- Management of offer processes including offer presentation to prospective candidates and pre-employment requirements
- Management of onboarding processes (i.e., I-9 form collection, benefit enrollment, provisioning coordination)
- Reporting and metrics for recruiting and talent acquisition
- Strategic workforce planning
- Employment brand development consulting and program management
- Employment advertising budget coordination and advertisement strategy development
- Advertisement creation and placement
- Recruitment trends workshops
- Recruitment research and industry/competitive trends analysis
- LEAN consulting
- Total workforce solutions (MSP, business process outsourcing, contingent or temporary hiring and/or RPO)
- Direct hire
- Employer value proposition
- Career events
- Talent supply chain management
- Talent relationship management
- Talent resourcing
- Executive search

**Important client metrics:**

- Time to fill/cycle time/sub cycle time
- Quality of hire
- Candidate experience
- Recruiter efficiency
- Quality of hire
- Customer satisfaction (HR, hiring manager, candidate)
- Cost per hire