'Quality, Price, Speed':

Now You Can Have Them All

Geometric Results, Inc.'s (GRI) Talent Cloud Solution takes guesswork out of timing contingent labor need, boosting performance across the board, says Brandy Cline, client services executive at GRI

There's a broadly applicable rule of thumb in business: "It can be good. It can be cheap. It can be quick. Pick any two." That was true for contingent labor until the talent cloud came along. Talent clouds allow companies to create cloud-based virtual benches so there are qualified candidates ready when a contingent labor need arises.

Because the talent cloud relies on automation, it cuts out some manual recruiting effort, which reduces price. Geometric Results, Inc. (GRI), an MSP partnering with talent cloud technology provider Genesys, is able to offer their clients a reduction in the usual markup for contingent labor to levels below the typical 40%. And it works – in its first few months, the GRI/Genesys partnership has delivered these results to their joint clients:

• A technology company placed 30 candidates via the talent cloud in the first 30 days, which resulted in over $370,000 in annualized cost savings.

• A call center historically selected three traditional staffing suppliers who "step all over each other" to place 150-200 employees during the first two months of every year. After engaging GRI and Genesys to build a customized talent cloud, in three days the client had 40 high-quality candidates that were unique to the candidates submitted by the company's staffing suppliers.

• A southeastern U.S. company needed 200 people; instead of hiring five recruiters to fill the positions, they invested in a talent cloud. They saved $121,000 in recruiter salaries; after only a few months, the company has its 60th placement.

Brandy Cline
Client Services Executive
Geometric Results, Inc.

Perhaps most impressive is that every company using the GRI/Genesys Talent Cloud has asked for a total talent management solution, which will allow them to add permanent staffing via a talent cloud.

Brandy Cline, client services executive at GRI explains how it works:

Q: Why isn't everyone offering the Talent Cloud?

A: Many of our MSP competitors are divisions of big global staffing firms, so providing a talent cloud sometimes flies in the face of their own staffing businesses. We're the first to market this solution and uniquely positioned to bring it to clients because of our independent, conflict-free stance as an MSP. We're not beholden to any staffing providers.

Q: What is the difference between a Cloud and business as usual?

A: Traditionally, when customers have a contingent labor need, they go to their MSP. The staffing request goes out to the supplier base, then the supplier base starts sourcing. With a talent cloud, you are proactively analyzing your hiring trends for the year, and you're identifying repeatable, predictable skill sets. That informs your approach for building a customized talent cloud around those skill sets.

The talent cloud technology provider, in our case Genesys, creates a talent cloud specifically configured for the client, for let's say, Java developers in Jacksonville, FL. They run a variety of campaigns and conduct outreach in order to attract the talent. They have automated workflows that validate and qualify those candidates. People who apply go through a rigorous qualification process, and then they're contacted by a person who is the cloud's curator.

The curator validates that candidates are who they say they are, and that they have the skills they claim to have. That begins the relationship. Candidate experience is critical, too. When all of that qualification, validation, and curation has been completed, candidates are added to that client's talent cloud for Java development in Jacksonville, Florida.

Next, the manager places a request for talent, so we go look in the talent cloud and the resource is already there. Candidates are available on day one.

Q: How do candidates get into the Cloud?

A: Genesys runs recruitment campaigns via social media, online marketing, text messaging, and email. The important thing is that a talent cloud is "opt-in." These are not just people in a database. These are people who are interested and qualified.

Q: What kinds of Clouds are effective?

A: The beauty of the cloud technology is the flexibility. You can build a cloud for any type of talent you can imagine. For example, contractor alumni. These people worked for you and did a great job. Then they took their knowledge away with them. A talent cloud keeps that "tribal knowledge" available to your organization. Military veterans is a popular talent cloud --they produce quality work and have a great work ethic. We have a customer who manages distribution centers, and we've placed 30 veterans in 90 days. Recent retirees also have proven successful as talent cloud participants. Skill-based, industry verticals, and geographic clouds are also popular. We have a customer looking at Hawaii, which is a unique geography to consider.

The cloud is uniquely positioned to appeal to millennials -- they want control of their own brand, and may not want staffing companies to represent them. So, talent clouds appeal to them because they have a social media look and feel. Regardless of the categorization, people in a talent cloud control their own profiles. They control what jobs they're interested in, and it gives them a sense of ownership along their career path.

The shape of the global workforce is changing.

Geometric Results, Inc. remains committed to bringing solutions and strategies unmatched in the MSP industry.

We are the world's largest independent MSP, with a conflict-free and vendor-neutral position which allows us to create specialized solutions that streamline operations and save money.

Our industry-leading MSP solutions include contingent labor management; total statement of work management; talent cloud technology; solutions and innovations in best practices, reporting, research, and thought leadership; data analytics and interactive dashboards; and our Platinum Preferred Partner supplier program.

GEOMETRIC
RESULTS

The Next Generation MSP

GeometricResultsInc. com