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Creating a Co-Sourced Solution For End-To-End Recruitment Process

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In the traditional recruiting world, identifying, attracting, hiring and retaining top talent is a disparate, often siloed process. Cumbersome systems and practices make it difficult to aggregate data, and quite often recruiters and hiring managers spend more time on “busy work” such as spreadsheets and call tracking.

And what’s more, all of those systems make it hard to share best practices between recruitment process outsourcing (RPO) providers and internal hiring managers, and often leave the candidate experience not calibrated among divisions and geographies.

Because we know there’s a better way, we set out to create it. And it’s working.

Research and our own experiences tell us that clients almost never outsource all of their hiring to their RPO provider. So what we’ve created is a co-sourced platform that allows clients to integrate their systems, such as applicant tracking systems (ATS), with Korn Ferry Futurestep’s proprietary intellectual property (IP), databases and candidate relationship management software (CRMs), along with best-in-class social media platforms, to create one comprehensive system. This provides all of the technology, intelligence, job/candidate specifications and industry analysis in one “plug and play” format. The implications for all involved in the talent acquisition process are immense.

Driving Hiring Manager Engagement

As much as companies hate to admit it, larger-scale hiring, such as for a new-product rollout, can often turn into a mad scramble to understand job specifications, salary parameters, typical average time needed to fill the role, attributes of ideal candidates and where to find those people who could best fit the roles.

Instead of chasing multiple platforms and multiple vendors to find critical information, we equip hiring managers

with one place to source all of this information.

As part of our RPO solution, we would then work with the hiring manager to put together a unique candidate profile that takes into consideration not only the job specifications, but the culture and values of the organization. Once that profile is created, Artificial Intelligence (AI) kicks in to find candidates through a number of sources ranging from CRM and ATS systems to social channels across the web.

The technology can cut the number of candidates analyzed by as much as 50 percent by finding passive candidates who should be invited to apply due to their profiles/qualifications, and screening out active candidates who may not be qualified. Within 24-48 hours, this platform will offer about 25 qualified candidates in stacked order. From there, the recruiter will be able to refine/complement the search based on the first results and additional qualified candidates will be proposed. Pre-screening interviews, often via video, can further pare down the list.

In addition, based on behavioral-based assessments taken by candidates, hiring managers receive customized, easy-to-use interview guides to help them understand candidates’ strengths and opportunities for growth. Those same assessments also help with individualized onboarding / development programs once the candidate is hired.

Improving Recruiter Effectiveness

In addition to the earlier-mentioned tools, recruiters benefit from a “one-stop-shop” platform that ensures they always have the latest, most effective tools, all right on their desktop.

As one can imagine, keeping up-to-date with the newest versions of software and technology can be very time consuming and expensive. With this new platform, the most current and effective tools are

automatically integrated into the system and ongoing training is offered to ensure ease-of-use.

Because the system is designed as “in-demand,” recruiters can access all of the tools, including customized job profiles for every position, from wherever they are.

Recruiting managers have insight into their teams’ progress by having the ability to manage, in real-time, recruiter results.

Candidate Centric Approach

When it comes to the candidate experience, companies must not take a “one size fits all” approach. Each company, culture and role is different. In our process, we begin by aligning the specific nuances of the organization to the desired candidate experience.

We also use analytics and intelligence to refine the steps in the candidate experience, and invest in the right technologies to ensure that candidates feel they are respected and central to the process. As a result, with this process:

- Fewer candidates are targeted for a role, which means fewer turn downs
- Candidates have real-time access to recruiters
- A 24-hour hotline is available to answer candidate questions
- Post-hire, candidates are offered customized onboarding / development programs

Through this entire, end-to-end process, recruiters’ jobs are streamlined, hiring managers have real-time access to the information they need to make the best hires, and candidates feel they are treated as individuals during the process, not as numbers.

Because process, technology and IP are continually refined, it helps form a true, successful partnership between clients, candidates and RPO providers.