

## Global: Quality of candidate match for volume recruitment assignment results in minimal turnover



### Business Challenge

A multinational conglomerate established its newest venture in the Philippines—a shared services center providing financial and employee services to its operations in Southeast Asia and Oceania. To accomplish all objectives for the new center, the client faced the following challenges:

- Quick ramp-up of 50 Accounting and Human Resources staff positions within nine weeks
- No existing Human Resources department dedicated to recruitment
- More than 350 positions to fill within the first eight months of the following year
- The location of the new services center was outside metro Manila
- The current market turnover rate ranged from 11 to 30 percent

### Solution

ManpowerGroup Solutions developed an exclusive Recruitment Process Outsourcing solution for the client designed to ensure that staffing levels were achieved before the go-live date and continuously thereafter. To overcome the negative aspect of the inconvenient work location, the candidate marketing campaign included specialized print advertising, referrals, online job postings, posters and flyers all of which highlighted the benefits of working for this new shared service center.

### Results

The hiring process included tailor-made interviews, screenings, assessments, IQ tests, reference checks and medical exams. The results delivered to the client included:

- 100 percent of candidates interviewed were hired
- All positions were filled by the deadline
- Due to the quality of candidates matched to employer's requirements, there has been a low (two percent) turnover rate