

Global: Geographic reach and sourcing innovation supports volume hiring of mid- and senior-level positions



Business Challenge

ManpowerGroup Solutions was engaged by Proctor & Gamble to support their divestiture of Duracell, the world's #1 battery company, to Berkshire Hathaway, a U.S. multi-national conglomerate of holding companies. This involved helping the company fill over 400 permanent middle- and senior-management roles in sales, marketing and finance around the globe within a 10-week period.

All roles were advertised and managed via the client's technology platform, Taleo. ManpowerGroup Solutions' expertise was needed to attract and screen candidates, then submit a shortlist for each role for a final in-person interview with a Duracell representative.

Solution

ManpowerGroup Solutions deployed a dedicated UK-based team of 14 people for this project, consisting of four team leaders and 10 specialist sourcing consultants, with each team leader having responsibility for a cluster of countries. The ManpowerGroup team was responsible for attracting and reviewing applicants on Taleo, as well as conducting telephone screening and submitting candidates to Duracell's hiring managers and talent team. The ManpowerGroup Solutions' Center of Recruitment Excellence (CORE) team in Poland supported the project with long-listing activities. Four additional dedicated resource consultants helped attract candidates employing advertising and social networking channels such as LinkedIn and Monster.

Attraction methodology: Due to the seniority of candidates required for some of the roles, traditional methods of attraction such as online advertising were insufficient. Our specialist sourcing consultants utilized their extensive knowledge of deep sourcing via social network channel searching to attract and engage passive candidates to the roles; resulting in more than 85 percent of all candidates who applied via these channels.

Results

The EMEA team supported over 130 vacancies throughout 19 countries (Belgium, Czech Republic, France, Germany, Hungary, Israel, Italy, Kazakhstan, Latvia, Netherlands, Nigeria, Poland, Russia, South Africa, Spain, Switzerland, Turkey, UAE and UK). Key results included:

- The Centre of Recruitment Excellence (CORE) team in Poland actively sourced candidates for 54 vacancies, submitting 62 CVs via long-listing; 45 percent of the CVs sourced were short-listed to telephone screening by the specialist recruiters.
- The team conducted over 1,500 telephone screens.
- Over 750 candidates were submitted to hiring managers for review, with an average of six candidates per role exceeding the 3 Vs per role SLA.
- Throughout the assignment, 100 percent of CVs were submitted within the 10-day SLA framework.



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