

# SEVENSTEP

CASE: Hard-To-Fill / Weak Talent Pool / Difficult Locations

## How Seven Step Helped a Global Motorcycle Manufacturer Build a Sustainable Talent Pipelining Program from Scratch

### Challenges:

An iconic motorcycle company needed to hire 450 hard-to-fill positions (e.g. Manufacturing, Engineering, IT) in some very challenging geographies with low relocation salability and limited available talent. Many of the positions were “evergreen” (ongoing needs) and depended upon an existing, well-developed pipeline of potential applicants. The client had no formal talent communities built for these jobs or any formal social media recruitment programs in place. The client has a very strong retail brand, but their employment brand was undeveloped and needed to be built to create a sustainable way to attract qualified candidates on an ongoing basis.

### Solution:

The company turned to Seven Step for a transformative end-to-end solution to help combat these challenges. Seven Step started by leveraging this well-known consumer brand to build a powerful employment brand. Candidate engagement was improved through new and creative outreach programs to include daily social media marketing, targeted email campaigns, and specialized online groups and forums. Compelling new relocation collateral was developed to help sell the more rural areas to candidates. Also, the entire career website was optimized with a primary focus on the candidate experience. The site used a best-in-class CRM (Avature) and relationship marketing platform (Jobs2Web). A new reporting and analytics program was implemented to constantly track all transactional progress towards strategic goals. This allowed for assurance that all new recruitment marketing efforts would not only succeed in the short term, but also on a continual basis; a critical factor when fulfilling ongoing evergreen roles.

### Results:

The client was able to establish and grow their Talent Community from zero to 80,000 members. The value of this program was evident with more than 40% of Talent Community members applying for multiple jobs and the channel accounting for 10% of successful new hires. The new strategy also brought significant cost savings by reducing the client’s advertising spend by 20%. The Talent Community became in a strong talent pipelining platform across all roles and geographies and has continued to grow.

### AT A GLANCE

**Company:**

Global motorcycle manufacturer

**Solution:**

Enterprise, End-to-end RPO

**Positions:**

Engineering, Finance, Human Resources, Information Technology, Legal, Manufacturing, Purchasing, Sales

**Volume:**

450 hires / year

**Regions:**

United States: AZ, FL, OH, IL, MO, NV, PA, WI, TX

**Results:**

- Grew Talent Community from zero to 80,000 members
- Over 40% of Talent Community members applied for multiple jobs
- New Talent Community accounted for 10% of new hires (was previously 0%)
- 20% reduction of recruitment advertising costs