

SEVENSTEP

CASE: No Existing Recruitment Process / Hard to Fill

How Seven Step Helped a Global Automotive Manufacturer Redefine Its Employment Brand to Fill Hard-To-Fill Positions

Challenges:

After down-sizing, a global automotive manufacturer had no talent acquisition department. When the economy picked up and demand increased, they had to quickly build a TA function to fill 600+ jobs in the first year. They were in highly competitive locations, with limited talent pools, and many of the jobs were hard-to-fill niche positions (such as autonomous driving and electric powertrain engineering talent). The company had no existing talent pipelines and no talent community strategy to vie for this talent. To be able to compete, their employment brand also needed to be updated to show potential talent that their brand was a forward-thinking, innovate place to do meaningful work.

Solution:

The company turned to Seven Step for a transformative solution to help combat these challenges. We built an integrated sourcing and employment branding program to change the way candidates perceive the brand. This included research, advertising, social media, search, and developing a thriving talent community. With advanced analytics, we optimized their talent community, career site, pay-per-click ads, and all candidate marketing channels. To source specialized talent, we used targeted sourcing strategies in non-typical sources, including leading companies in Silicon Valley.

Results:

We exceeded the original first-year scope to hire 1,000 people, and subsequently, the scope expanded to 5,000 positions per year. Seven Step established an average time-to-hire of 35 days, with a 3-to-1 interview-to-offer ratio, and a 92% offer acceptance rate. Hiring managers rated their satisfaction as 4.6 out of 5. The company estimates they realized a \$3.5 to \$5 million annual savings by not having to use agencies to fill these roles. Today, the manufacturer has strong talent pipelines and has emerged as a leader in the industry, developing some of the world's best traditional, electric, and autonomous vehicles. They leverage a thriving employment brand and continue to hire the talent they need to remain competitive in their markets.

AT A GLANCE

Company:

Global automotive manufacturer

Solution:

End-to-end RPO

Positions:

Engineering, Manufacturing, Internet Technology, Finance, Purchasing, Legal, Sales & Marketing, Research & Development, College Interns

Volume:

5,000 hires / year

Regions:

North America: 24 States and 5 Provinces

Results:

- 1,000 hires in the first year. Scope expanded to 5,000 hires/year
- Average time-to-hire 35 days
- 3-to-1 interview-to-hire ratio
- 92% offer acceptance rate
- High hiring manager satisfaction rate (4.6/5)
- Estimated \$3.5 - \$5M in savings from not having to hire agencies