



ENGAGEMENT BACKGROUND

One of Canada's biggest banks and North America's leading diversified financial services company on a global basis, engaged HirePower to manage high volume call centre recruitment and raise the bar on their talent acquisition process and results.

Our Client was experiencing 68% attrition rate, 10% offer decline rate, and hiring managers were responsible for their own requirement with a limited pool of quality candidates. In addition to the challenge of bilingual and remote recruitment, the requirement was to fill three classes of 20 agents per week.

HIREPOWER SOLUTION

HirePower worked onsite in close partnership with the call centre leadership team. A scalable team of 4-6 Recruiters during the a period of 4.5 years. Consultants were based in Mississauga, Moncton and Montreal. We initiated a comprehensive sourcing campaign that yielded a strong pool of qualified candidates nationally. This was achieved through partnering with local & national colleges/universities, not-for-profit agencies, as well as employment centres.

A game-changer was HirePower's dedication to candidate experience and the introduction of the Employee Referral Program during onboarding and orientation sessions. With the success of filling classes with strong quality candidates, the recruitment for newly acquired lines of businesses were assigned to HirePower. These new lines of business had no recruitment processes in place and required building out SLA's, interview guides and templates in order to manage end to end recruitment.

HirePower also provided quarterly hiring manager workshops such on various topics such as: How to be an Ambassador, Networking Skills, and Career Development.

RESULTS

As a result of these strategies, there was a significant increase in quantity and quality of the candidate pool which supported the steep increase of hires.



Offer acceptance rate, fill percentage and attrition rates exceeded the Client targets, by between 4 and 19 percentage points



Reduced the attrition rate from 68% to 35% in less one year, resulting in \$3 million cost savings from reduced turnover



The HirePower team coordinated monthly onsite career fairs with same-day interviews and offers



1246 hires nationally within 6 months. Mississauga site had 446 hires in 3 months