

**RPO,**  
DONE

DIFFERENTLY



# Talent Works International

is an **award-winning agency** specialising in RPO, recruitment marketing and employer branding.

We show businesses how to attract, engage and retain talent by developing recruitment marketing strategies that speak to the right audience.

We provide responsive, intelligent and scalable RPO solutions that put the candidate and employer experience at their heart. As such, we're always thinking up the latest news, insight and opinion about RPO for our blog. So, we decided to compile some of our best blogs on RPO in one place to make it easy for you to access the information you need.

In this eBook, we'll cover all your questions about RPO, what it is that we provide, how RPO can enhance your employer brand, what Project RPO is and what we see for the future of RPO.

So, here it is. **RPO, done differently.**

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# WHAT IS RPO?

## **Recruitment Process Outsourcing.**

Those three words don't mean much to many people.

Often, recruitment companies can forget that they don't automatically make sense to people outside of the industry. So, what exactly does it mean to outsource your recruitment process? Well, it means what it sounds like. To outsource your recruitment process is to give away all or part of your recruitment tasks and responsibilities.



# WHAT IS RPO?

RPO can work in 2 ways, with companies that already have their own recruitment processes as well as those that don't. If your company doesn't already have its own recruiters, an RPO provider can take on all your recruitment needs. This can cover everything from specialised recruitment campaigns to the candidate experience - instilling processes that speed up applications and interview times - to employer brand, using research, insight and digital marketing. As a result, RPO can be a powerful tool, changing the way a business recruits and improving the quality of candidates who apply for roles.

On the other hand, if your company does have its own recruitment processes, RPO can come in useful when you have a peak in need or a project that outweighs your current recruitment capacity. This is called Project RPO, and we'll go into more detail about that later.

## So, how does this work?

Outsourcing all or part of your recruitment processes means that recruiters who work on your behalf take on the role of your company. Therefore, candidates are in direct contact with your company from the first point of contact, rather than going through an external recruiter who does not adopt your companies' values. This makes using RPO a much smoother process than using contingent recruitment agencies.

As well as this, with an RPO you pay for the overall service. So, any focus on a placement fee is eliminated. As such, the recruiters' attention is on acquiring the best talent for your company, resulting in better quality hires and improved retention rates. Of course, this is a brief summary of all the benefits of utilising an RPO. Read on to gain a more in-depth insight into the different strands of RPO and how at Talent Works International, we do it differently.



# 5 REASONS

# WHY YOU NEED AN RPO

Now that we've broken down the RPO process to make it more understandable, we've summarised the **five key benefits of using an RPO** to overcome your recruitment woes:

# 5 REASONS WHY YOU NEED AN RPO

## 1 Financial benefits:

When the time you spend on recruitment is invested more efficiently, it will result in less time and money wasted sourcing the right candidates.

With experienced recruiters selecting from a talent pool they have spent considerable time cultivating, the candidates you're able to pick from are geared more specifically towards your business and the role they are being considered for.

As a result, your hires will be better equipped for their new role, and retention rates will improve.

## 4 Talent pooling:

A talent pool is collated by a recruiter over time spent interviewing candidates. From these interviews, the best candidates are selected and then put forward for roles for which they fulfil the criteria.

The pool of talent then created can be used as a resource for all vacancies. Having such a resource available makes the shortlisting process considerably shorter and reduces the risk of interviewing unsuitable candidates.

## 2 Scalability:

If you experience peaks and troughs to your recruitment demands, then an RPO is a brilliant way to scale your needs up and down accordingly, without wasting resources or time.

A company's partnership with an RPO provider is entirely dependent on what that company needs.

As such, the company only pays for what they use.

## 5 Reduces the need for direct advertising:

Advertising comes at a premium. However, engaging with an RPO provider reduces these costs as the provider already has all the necessary resources for creating a shortlist without having to advertise.

If a company wanted to widen the net for a talent search, many RPO providers deliver a specialised recruitment marketing service.

## 3 Reduced time to hire:

The average length of the job interview process is going up, despite evidence showing that a lengthy hiring process causes companies to lose out on talent.

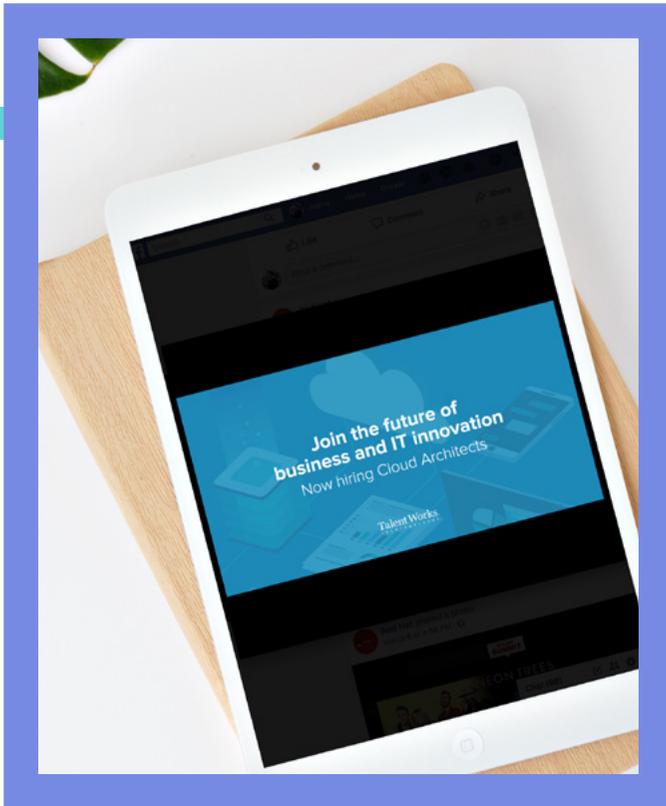
An RPO allows you to get ahead of the game. Utilising the expertise of experienced recruiters means that you can cut down time on shortlisting candidates and have access to a talent pool they have spent considerable time refining.

As such, the need to advertise vacancies is left safely in the hands of the RPO.

An RPO service can save your company both time and money, delivering results efficiently and increasing retention rates.

# CASE STUDIES

# CASE STUDIES



## RED HAT

Red Hat brought us on as an RPO provider for an initial 12-week period, to help them fill a series of senior tech roles across Europe - a famously tricky sector to recruit for.

Many of the people we spoke to weren't actively searching for a new role, so it was our job to persuade them to make the move to Red Hat. Every candidate was also required to take the notoriously challenging Hackerrank Test - a 2-hour exam designed to test technical ability and core competencies.

Not only did we reduce the dropout rate during the hiring process, but also 1 in 5 candidates on our shortlist were offered a job. Over the initial 12-week period, we secured eight offers - Red Hat was so pleased with our results that they extended the contract and so far, we've helped them make 21 offers (and counting).

### Services

RPO

Talent Mapping

Resourcing

Competitive Analysis

# CASE STUDIES

## NEXT

Clothing brand Next needed some help identifying and attracting tech talent.

Clothing brand Next needed some help identifying and attracting tech talent. Our Resourcing team rose to the challenge by providing dedicated RPO support, finding hundreds of potential candidates which resulted in eight new hires across roles that are notoriously difficult to fill.

### Services

Talent Mapping  
Resourcing  
Attraction Campaigns  
Phone Screening  
Interviews



next

RPO

FACTS

### **Is RPO just for big companies?**

When RPO first originated it was popular with large organisations and followed a specific structure. This usually consisted of external recruiters working onsite and being a member of the organisation, rather than the provider.

However, since its inception, RPO has changed. Although this traditional method is still used, RPO has now become flexible and scalable. This makes it a viable option for smaller organisations as well as large high-fliers. Experiencing a significant period of growth? Regardless of your current size, with an RPO solution you have the option to scale up and down in line with your current recruitment needs.

## RPO FAQ'S

### **Will I have any say in how the RPO is run?**

A well thought out RPO solution always starts with forming a partnership between the client and the provider. How much of your recruitment is outsourced is entirely down to you. It may be that you decide to outsource all your recruitment needs, or just have specific functions (e.g. Sales or Tech) outsourced.

However, outsourcing these responsibilities does not mean you'll lose control. In fact, you're more likely to have more control over them as they will be clearly defined at the start, along with agreed metrics, analytics and results.

### **How will I know if the RPO is going well?**

As well as having a dedicated point of contact who can advise on how things are going, RPO providers track every stage of the process allowing them to collate real-time analytics.

These detailed insights can quickly give you an overview of how the campaign is going and the ability to make measured decisions if needs be.

### **Will an RPO save me money?**

RPO has been proven to reduce overall recruitment costs through faster time to hire, an increase in the quality of the candidate pool and a decrease in staff turnover. By using an RPO, you save money on advertising and job board fees, initial screening stages and administrative support.

Not only that, you will gain valuable insights into how your brand is perceived externally, salary benchmarking and how you can streamline processes internally.

### **Do I need to sign up for a certain amount of time?**

The length of time you have an RPO for is determined by your company needs. It can be a successful long-term solution, but alternatively, it can work with shorter, one-time recruitment campaigns to ramp up hiring and fill vacancies quickly.

An RPO is a highly specialised process which can flex to meet your needs, however long or short they may be.

**RPO,**

**Done**

**Differently**

Our embedded teams liaise with your hiring managers to understand your large-scale resourcing needs and **provide an RPO solution that gets to the heart of what you're looking for.**

# RPO, Done Differently

We're not driven by process. Our agile approach means we can focus on creating an exceptional candidate experience and putting together a scalable, people-centric service that suits your unique needs.

What makes us different is the complementary suite of services we can offer alongside traditional RPO solutions. We combine brand building, insight and attraction campaigns to deliver your long and short-term goals. This multifaceted approach makes sure you're reaching the right people with engaging, inspiring and authentic messaging.

## Services

We work with you to create a bespoke package tailored to suit your needs. Here's a taste of the range of services we offer:

### **Talent Mapping**

Providing a clear view of the talent landscape.

### **Competitor Analysis**

Discovering where you fit within the wider industry.

### **Resourcing**

Connecting your brand with the right talent.

### **Candidate Screening**

Making sure every candidate is the right fit.

### **Measurement & Reporting**

Keeping track of progress and performance.

# 5 WAYS RPO CAN ENHANCE YOUR EMPLOYER BRAND

**Your employer brand is key to attracting and retaining top talent.**

By effectively communicating who you are as a company, you can attract high-quality candidates and improve retention rates.

When your employer brand is strong, candidates will want to work for you. RPO providers can help to develop and build your employer brand. As well as this, they can make sure your employer brand is effectively represented through the recruitment process. So, we've put together some of the ways working with an RPO provider can help strengthen your employer brand.

# 5 WAYS RPO CAN ENHANCE YOUR EMPLOYER BRAND

## 1 Work with a recruiter who specialises in the appropriate area:

When outsourcing your recruitment process, you can partner with recruitment specialists who are experienced in the sectors most relevant to your business' vacancies. Working with an experienced sourcing specialist reduces time and optimises your recruitment process.

A recruiter who fundamentally understands the role and its value to your business is best placed to source the right fit.

## 4 Using social media in your recruitment marketing:

Some RPO providers have creative and digital teams. This means they can create specialised social media campaigns, promoting your employer brand to reach the right candidates. Experienced digital marketers can target an audience for your job postings, right down to city and profession. This ensures you are targeting the most relevant candidates and using your resourcing budget effectively.

## 2 A recruiter becomes an extension of your business:

One of the main advantages of RPO is that the recruiter or recruitment team you partner with becomes an extension of your business. They will spend time getting to know your business extensively so that they can represent you accurately. RPO recruiters are uniquely placed not just to understand your brand, but to enhance it.

## 5 Quality candidate experience:

Candidates want to be confident that they're making the right decision if they choose to join your business. By utilising recruitment partners, you can ensure that the candidate will get a quality experience throughout the entire recruitment journey, from the application stage through to interview feedback.

Specialist recruitment teams can provide excellent support to candidates, giving them the information they require when they need it.

## 3 Expertly crafted job descriptions:

A well-crafted job description is essential in capturing top talent. RPO providers offer support in writing ad descriptions that instil your employer brand, while accurately defining the job role to ensure it attracts relevant candidates. If a job description is too vague it can result in an influx of applications from candidates who are just not right for the role.

Most RPO providers have copywriters and content writers who can give your job advert that extra flare to make it stand out. This also ensures the words used are succinct and to the point.

As well as this, because recruitment partners are aligned with your company values, they can shortlist candidates that are not only right for the vacancy but also a good fit for your team.

# BENEFITS OF PROJECT RPO

For anyone who doesn't currently work in the industry, **recruitment can seem like a minefield of different terminologies.**



# BENEFITS OF PROJECT RPO

Traditional agency recruitment, Executive Search, Talent Mapping, RPO services and Project RPO are all different types of recruitment, so what's the difference? More importantly, which is most relevant to your company?

## So, what is Project RPO?

Project RPO is precisely what it sounds like. It's a type of RPO solution that means you don't have to outsource all your recruitment project needs, but you can outsource on a project by project basis.

Just like standard RPO, with Project RPO you transfer all or part of your recruitment processes "to an external service provider." This means you get a dedicated team who effectively become an extension of your company. This way, you ensure that the candidate encounters your brand and values throughout the process.

As far as the candidate is concerned, all their communication is with the company itself. Therefore, Project RPO can be a fantastic option for companies who have their own in-house sourcing team and simply need to extend their team for a specific project. Or, Project RPO can work well for companies who wish to outsource without a long term, contractual agreement.

To help you make the best decision for your company, we've compiled some of the best benefits of utilising Project RPO.



# BENEFITS OF PROJECT RPO

## It's ideal for immediate, short term need

If there is an immediate need or opportunity for your company to scale up, RPO can be used on a project by project basis. This enables your company to meet any short-term talent acquisition needs without committing to an extended, contractual agreement. This means you can meet your recruitment needs when they are most pressing while saving money when the recruitment need is slower.

## Can be used for specific or specialised team growth

It may be that you want to keep most of your recruitment processing in house, but you just want to outsource one department. For example, if your company is opening a brand-new department. The extra work required would be too much for your in-house team, but not enough to require new permanent hires. Or, for example, your tech, or digital marketing departments may have talent gaps.

When it comes to identifying talent for specific job roles, Project RPO can help by putting recruiters on the task who have extensive experience in recruiting for similar types of roles. Recruiters who hire for these vacancies have an in-depth knowledge of the fields they work within. This insight means they also have a keen eye for spotting the most appropriate talent, reducing the time to hire.



# BENEFITS OF PROJECT RPO

## Project RPO is both scalable and flexible

Project RPO can be used to meet exactly what you require, whether you need to upscale or downsize the project. We all know the market can fluctuate from week to week. This can make Project RPO a cost-effective solution for companies who may change their minds on what exactly they need over time.

In this sense, Project RPO can be both scalable and flexible. For example, if a company decides they want to make more or less hires overall. An RPO provider can provide more or fewer recruiters depending on the need.

## Project RPO is more likely to result in quality hires

Not only is it more cost effective to pay for a recruiter's time, but Project RPO can result in more quality hires overall with better performance and potential. This is because recruiters have the time they need to invest in the project.

## Insight capabilities

RPO incorporates the insight and research of the agency you're working with. So, if they're consistently encountering a problem when trying to recruit for a role, they can utilise their insight capabilities to understand what the problem is and how to fix it.

For example, the salary stated for an opening may be below market rate and might be putting potential candidates off. In response, an RPO provider can research the market to gain insight on what salaries other companies are offering. This knowledge enables you to change your offer accordingly and gives you an advantage when competing for top talent.

Project RPO is an excellent solution to short term, future hiring or inconsistent recruitment needs. It is just as effective and specialised as standard RPO, but it can save you wasting resources during quieter times.

So, when ensuring your company makes the right hires for the long term, Project RPO could be the right route for your company to take.

**WHAT DOES  
THE FUTURE —**

**— OF RPO  
LOOK LIKE?**

# WHAT DOES THE **FUTURE** OF **RPO** LOOK LIKE?

## The birth of RPO

RPO providers came into being around 20 years ago and tended to fall into two camps - high volume, low complexity recruitment. Or, low volume, high complexity recruitment.

It took time for HR leaders to get on board – many were unconvinced and uncomfortable with the idea of outsourcing their recruitment. However, over time, companies began to see the value of using experts to find the right talent.

## A partnership, not a provider

So, the future of RPO is evolving to meet the changing needs of clients' businesses. The landscape of recruitment is developing. As such, so are the demands of the talent. A big part of this shift is in moving away from being merely a provider and operating more as a partner.

To do this, it's vital that RPO providers continue to integrate into their clients' businesses. At Talent Works International, we've increasingly found ourselves placing resourcing partners onsite with clients.

Not only did it result in more successful hires, but it freed up their time to focus on generating revenue.

Now, with the way that people find jobs evolving so rapidly, RPO providers are proving an invaluable resource. With new recruitment platforms and technology on the rise, these partnerships can enable businesses to navigate such technological and behavioural changes successfully.

As a result, they really become part of the team. Because our business model isn't focused on targets and commission, we can take a more strategic, consultative approach to hiring. We evolve our strategy alongside our clients' businesses, so we're completely aligned with their needs, goals and ambitions.

As talent becomes more of a priority for businesses - especially in sectors with talent shortages, such as tech - we're seeing more senior business partners getting involved in what we do. No longer is RPO only an HR issue; it's a business-wide initiative that touches every part of what a company does.

No longer is **RPO** only an HR issue; it's a business-wide initiative that **touches every part of what a company does.**

# WHAT DOES THE **FUTURE** OF **RPO** LOOK LIKE?



## It's more than filling roles

The best and most successful RPO providers are also evolving their offering to meet the changing and growing needs of their clients. While a considerable part of what we do is still pipelining talent and finding the right people for vacant roles, our proposition has grown beyond that.

Our experienced research team get under the skin of our clients' businesses. They find out how they're perceived as an employer, where they should be looking to hire, and how they can stand out from the competition.

When we know all of that, our Creative studio creates an employer brand. This is a unique proposition that gets the business in front of the right people and speaks to them in a compelling, memorable way.

Of course, a good RPO provider needs to stay ahead of the plethora of new platforms, new ways of working, and new skill sets. Press ads and Rolodexes are long gone, and in their place are comprehensive social media strategies and complex media plans.

This ability to evolve is essential for attracting the right talent. Analysing what makes candidates tick is key. So, we undertook hours of research to create an in-depth report that looks at **how to attract top tech talent.**

As you can see, RPO is far more than simply recruitment.



# CONTACT SHEET

For enquiries please use our [contact form](#) or [email](#), to find out how we can help you today.

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