



THINK OUTSIDE.

KellyOCG partners with a global biotherapeutic company to improve recruitment efficiency and effectiveness, while pumping critical talent into their growing operations



The Challenge

Talecris Plasma Resources (TPR), a division of Talecris Biotherapeutics, Inc., was struggling to fill a high number of open positions that spanned across various United States locations. These positions were essential to the company's core operation: the manufacture of products to protect against life-threatening diseases.

Several factors contributed to and were affected by their recruiting challenges, including:

- High number of open positions across multiple U.S. locations
- Inconsistent processes with internal recruiters
- Finding niche positions in the talent-drained healthcare industry
- Difficulty meeting hiring deadlines critical to new business development

Results at a Glance

CHALLENGE

- Numerous open positions across multiple U.S. locations
- Recruiting for niche positions in a talent-drained industry
- Difficulty meeting business-critical hiring deadlines/goals

SOLUTION

- Created process maps for hiring, interviewing, and sourcing
- Developed targeted virtual sourcing and recruiting plans
- Implemented more effective project communication tools

RESULT

- Developed talent pipeline and filled 215 openings in 12 U.S. locations with 100% fill rate
- Improved quality of hires with reduced turnover
- Increased efficiency, decreased cycle time, lowered cost per hire

The Solution

After reviewing proposals from several recruitment process outsourcing (RPO) firms, TPR chose to partner with the RPO practice of Kelly Outsourcing and Consulting Group (KellyOCG).

The KellyOCG solution

“There is no way we could have been this successful with new center hiring without the RPO team of KellyOCG.”

—Suzanne Eller, HR Manager, Recruiting Talecris Plasma Resources

recommended a blended model that provided resources onsite at the client location and remotely at the KellyOCG hiring center. A dedicated RPO team immediately established the following solution components:

- Creation of hiring, interviewing, and sourcing process maps, including a special process for sourcing and scheduling to blitz the interview process
- Development of virtual sourcing and recruiting plans
- Implementation of various communication tools, including hiring manager introduction letters and a timeline checklist tool for effective recruitment project management
- Introduction of Lean tools and principles to further standardize the process and elevate recruiting to a new level.

Additionally, the team used nontraditional recruitment techniques such as social and professional networking and partnering with local job associations to provide top talent for TPR across the United States.

The Result

In partnership with TPR, KellyOCG was responsible for developing a talent pipeline and filling 215 positions—including site managers, line staff, and part-time medical directors—across 12 United States locations. The global network of KellyOCG virtual recruiters quickly provided TPR with the high-quality talent they needed to continue operations vital to their success.

Specific results include:

- 100 percent fill rate for positions before the client-given deadline
- 35 percent decrease in cycle time
- Improved quality of hires and lower cost per hire achieved through Internet/passive candidate sourcing strategies
- Reduced agency usage resulting in increased hire efficiency
- Reduced turnover rate within new center development
- 15 percent of hires filled through cold calling and direct sourcing activity of KellyOCG recruitment team