



Connecting Recruitment Strategy to Successful Execution

KellyOCG® helps Asia-Pacific financial services company establish critical recruitment methodology and effectively address large-scale recruitment needs.

THE COMPANY

An Indonesian branch of a leading Asia-Pacific financial services company.

THE CHALLENGE

Facing extremely high attrition rates, the company was in dire need to hire 2,000+ insurance sales representatives within 15 months, but had no recruitment processes in place and didn't know where to start.

THE SOLUTION

Our Talent Advisory Services consulting team assessed the situation and developed an effective recruitment methodology, SOPs, and other key frameworks and processes.

THE RESULT

The resulting report from our consultation was received so well, the company engaged us to deliver a complete RPO solution and execute upon our recommendations.

Following a year of over 70% attrition, a financial services company in Asia-Pacific had reached a critical talent deficit. To bring its workforce up to scale, the company needed to hire more than 2,000 insurance sales representatives within just 15 months.

In addition to backfilling attrition and scaling up for projected growth, the company knew that in order to retain the acquired talent and ensure a pipeline of future candidates, a larger problem needed to be addressed. The company's unstructured hiring plans, compounded with poor hiring decisions, a lack of applicant tracking system (ATS), selection challenges, and a lack of standard governance were making it near impossible to meet hiring needs. The company was aware of the issues, but didn't know how to solve them, or even where to start.

Initially, the organisation approached KellyOCG as a supplier to help fulfill hiring needs. However, when they discovered our talent advisory services (TAS) offering, they brought in our consulting team to assess the current situation and develop an optimum recruitment methodology.

As part of our consulting engagement, we developed a competency framework which underpinned all sourcing and recruitment activities, as well as standard operating procedures (SOPs) in accordance with the company structure. Additionally, we conducted a full job analysis, created formal job descriptions for the roles needing to be filled, and established a reverse critical path for hiring. We designed a Selection Centre Methodology, which allowed the client to assess and screen candidates against the core competencies, and hire in bulk for major cities and regional locations.

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When our TAS team delivered the final report, the client was so impressed, they immediately engaged us to execute upon our recommendations as the company's recruitment process outsourcing (RPO) partner. Throughout this current RPO partnership, KellyOCG has implemented and achieved the following:

- The infrastructure and process to support the hiring of 2,000+ candidates
- 25 pilot Centres to ensure Selection Centre and recruitment methodology effectively deliver the quality of candidates the client requires
- 80% success rate being achieved from Selection Centre
- Ability to process and assess up to 40 candidates per day
- Mobilisation Selection Centre
- Expansion of sourcing channels
- 30% more job application submissions
- Tracking candidate recruitment cycle through to confirmation - 15% improvement in time to production

An additional piece of work was undertaken as part of this project, identified from the original diagnostic project. KellyOCG identified potential competency and skill gaps in the existing Front Line Sales Leadership population. Our Talent Advisory team designed and conducted Development Centres for 150 Area Business Managers, and produced significant insights regarding the development needs of Area Business Managers and Individual Development Reports.

What's unique about this ongoing engagement is that KellyOCG has proven to deliver both the strategy and the necessary recruitment support—a combination that is rarely delivered by a single provider. This more holistic, integrated solution has allowed us to more effectively solve the client's talent challenges, deliver quality talent faster, achieve cost savings, and drive greater overall value to the business.

Our Value



About KellyOCG

KellyOCG® is the Outsourcing and Consulting Group of workforce solutions provider Kelly Services, Inc. KellyOCG is a global leader in innovative talent management solutions.

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