



Relationship-Driven RPO

Through a progressively-expanding RPO engagement, KellyOCG provides critical recruitment support for a healthcare company's financial shared services division in India.

THE COMPANY

A multinational medical equipment manufacturer required recruitment support for its financial shared services division in India.

THE CHALLENGE

The company had an ongoing need to quickly hire high-quality financial talent that was willing to work at any hour, across various regions.

THE SOLUTION

What began as a sourcing-only engagement for KellyOCG quickly evolved into a project RPO, and eventually a three-year enterprise RPO solution.

THE RESULT

We continue to provide strong RPO leadership, reliable on time delivery of quality talent, and above-average conversion rates, among other key results.

With an ongoing need to hire top-quality financial talent in India, a global medical equipment manufacturer was in search of a long-term enterprise RPO partner that could support any and all recruitment needs. However, to ensure they selected the best-fit partner, the company took a progressive three-phase approach to selecting a workforce solutions provider.

The first phase was a sourcing engagement in which the company selected three competing RPO providers—KellyOCG and two other leading RPOs—to source candidates for eight extremely difficult to fill leadership roles in just 10 days. These roles required cutting-edge skills that were only just emerging in the market, yet the salaries set by the client didn't align with market rates, making sourcing even more challenging.

Throughout this sourcing engagement, KellyOCG focused on building a strong relationship with the client—educating them about recruitment best practices, sharing key market insights, and always maintaining clear communication. It was because of this strong partnership approach that we were selected to move on to the next phase, a project RPO.

This project RPO involved filling 160 financial roles within three months in a city where we had not yet established a strong presence. To further complicate matters, the client did not have a strong employer brand in the region,

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and required flexible talent that was willing to work at hours of different time zones. Despite these challenges and more, our seven-member RPO team filled all outstanding roles with no attrition, and with just a one-month expansion.

The success of the project RPO, in combination with our strong client focus, led the company to choose us as its sole enterprise RPO partner. This three-year engagement, which remains ongoing, requires us to manage the entire recruitment process and ultimately fill 265 financial positions as quickly as possible.

While we continue to work towards fulfilling our enterprise RPO contract, we've already seen significant positive results. Our 20% conversion rate is significantly higher than the industry average of 10%, and we reliably achieve on time delivery. The client remains thrilled with our strong transparency, professionalism, and overall communication and looks forward to working with our team throughout the remainder of our RPO engagement.

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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