

a ZRG company



# Hiring is about to get better.

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The most common question asked of Hub's founders and managing directors is, "What is RPO, and how does it work?"

This book will explore RPO, how it works, and why onboarding a flexible talent partner like Hub might make sense. We'll share some benefits of using an RPO and explain why it can be a more reliable and affordable solution.

## WHAT IS RPO?

Founded in 2014, Hub Recruiting (hubrecruiting.com) is the RPO division of the world's fastest-growing global talent advisory firm ZRG (zrgpartners.com). As part of ZRG, we can offer your organization multiple solutions, including RPO, Interim, Executive Search, and Culture Consulting.

We are pioneering the future of tech-enabled RPO. We offer companies an efficient and flexible recruiting solution made possible by our remarkable talent team and powered by data-centric technology. We are working with some of the world's top organizations to provide them with scalable talent solutions and an easy-on, easy-off approach to recruiting.

## RECRUITMENT PROCESS OUTSOURCING (RPO)

involves an organization turning the responsibility of finding potential job candidates over to a third-party service provider, such as Hub.



An outgrowth of business process outsourcing (BPO), the recruitment process outsourcing method is designed to bring qualified candidates to a potential employer with minimal involvement from Talent and HR staff. An employer looking to fill open positions could sign a contract with a recruitment process outsourcing firm, giving them the responsibility to find, screen, and assess suitable candidates and sometimes even set the strategy and process.

**“Organizations can no longer meet their talent needs through traditional sourcing methods and candidate pools.” (Gartner.com)**

In a tight labor market, it can be difficult to attract potential new employees; RPO can bring different perspectives, skills, tools, and technology to the problem while, at the same time, freeing stakeholders, HR staff, and hiring managers to focus on internal tasks.

When there is an economic downturn, an RPO allows an organization to hire without hiring talent acquisition professionals or stretching its internal HR and talent budget and time.

**85%** of companies are still hiring even with recession fears. (CFO.com)

## RPO vs. AGENCY



A recruitment agency is a middleman between a company with roles to fill and a candidate who is looking for work. They publish job ads, shortlist candidates, and interview them on behalf of the company. An agency can be a good option when you need specific roles filled immediately or looking for contract or temporary workers to handle seasonal upticks in workload. Generally, companies pay recruitment agencies on a commission basis when a hire is made. Conversely, delegating your long-term recruitment process to an RPO ensures achieving business objectives through a comprehensive recruitment process.

Many organizations needing occasional recruitment support have traditionally turned to recruitment agencies. These organizations, however, do not provide the same services as RPO. Unlike RPO providers, who are experts at talent acquisition, a staffing company's expertise is in recruitment only.



RPO is all about having complete control over the entire recruitment process: Taking responsibility for everything related to recruitment, RPO recruiters are well-equipped to handle the processes across the recruitment strategy. Your RPO partner understands your unique business needs, spends time on unearthing the best skills, and guides you through the entire recruitment process. Staffing agencies are engaged with multiple companies simultaneously, while RPO recruiter only focuses on your needs.

## RPO vs. AGENCY



RPO is best for the long term: RPO service providers tend to forge a long-term partnership with their clients, thus ensuring that there is never an emergency. Building a talent pipeline with active and passive candidates, they maintain a constant and focused delivery of resources. Unlike this, traditional staffing and recruitment agencies focus on identifying candidates for specific positions as and when required; they tend to fill positions. While such a case-based approach suits emergency requirements that call for quick staffing solutions, a strategic approach necessitates RPO services.



## RPO vs. IN HOUSE



When you choose an RPO like Hub, you keep all of those benefits. Our talented sourcers, recruiters, and managers act as a fully integrated part of your team, which gives them inside insight into your company culture, marketing, and branding. They partner with you to improve or elevate your sourcing, recruitment, and selection processes so you won't lose control of essential components of your talent strategy.

There are definitely some advantages to keeping your recruitment in-house. Your internal talent team and hiring managers are closer to your company's culture, story, mission, and values and are better placed to make hires based on these factors. Keeping everything internal also allows you to control of your employer branding, consistency across communications, and candidate experience — which isn't always possible with an external agency.

In times of uncertainty or a need to hire quickly, there's another advantage to using a flexible solution such as Hub; instead of increasing your internal team: you don't need to try and predict the future and have to choose to downsize in the end. The whole point of the RPO solution is that it's flexible — it can expand and contract as needed.

## RPO vs. BPO



RPO is a subset of business process outsourcing (BPO). BPO is an arrangement in which one company outsources specific business processes or functions to another whose core competencies lie in those areas. For example, a retail organization might want to outsource its accounting or tech support processes. By partnering with a BPO provider specializing in accounting or tech support, the retailer can focus on other vital functions, such as sourcing inventory and increasing sales.



# WHY CONSIDER RPO?



You need speed, agility, and flexibility in your recruiting processes, and your current talent team or HR is overburdened.



You need additional help with recruiting while ensuring your brand is represented with clear and consistent marketing and messaging.



You need to increase diversity hiring; RPO providers can help you uncover new diverse talent recruitment sources and strategies.



You need help sourcing quality candidates for your positions or struggle to attract the right talent.



You need to keep tabs on your recruitment strategy. A long-term partnership model helps you analyze your entire process.



You need better recruitment technology and are seeking to understand your metrics, including, but not excluding cost per hire.

# HOW DOES RPO WORK?

RPO services typically start with a master services agreement outlining the project's scope, timing, cost, etc. The HR management (HRM) staff and the RPO team then meet to create or discuss job descriptions, select an applicant tracking system and define metrics.

Then, the RPO team spreads the word about the job opening using its own recruiting methodologies and technology or the client's techniques and systems. Social media can also play a considerable part in the recruitment strategy,

depending on the project and the client's guidelines. As resumes arrive, the RPO recruiter assesses and screens the candidates and builds the pipeline. An RPO sourcer may or may not do screens, but they definitely build a pipeline. Like with an internal team, both work with the hiring managers to calibrate the best fit for the role through feedback and candidate interviews. Both can shepherd likely candidates through pre-employment assessments and the offer stage if required.



## BENEFITS OF RPO



Organizations that outsource recruitment hope to reduce costs, save time, improve compliance, and get better access to more qualified candidates. In a tight labor market, specialized fields, or an economic downturn, RPO can help an organization stand out from the competition.

RPO can also provide analytics on hiring practices. This can provide invaluable information for all organizations, including start-ups, to assess future hiring needs and costs. RPO is unique in that it supports globalization: As organizations expand into other countries, it's important to standardize sourcing, hiring, and onboarding processes, and an RPO can assist in these efforts.



Don't let vacant positions cost your organization. Work with an RPO so that you and your teams can focus on non-recruitment matters.

# HOW CAN HUB HELP?

Hub Recruiting is not a recruitment agency. We are unique because we act as a strategic partner, advising our clients on best practices and using our expertise to help them build effective processes. We focus on technology and data to ensure our partners succeed.

Our experts work to understand your culture and story and build productive relationships with your internal team. Ultimately, this creates a more efficient hiring process with

consistent communication and helps you hire the best and right people for your team.

Our solution is flexible and transparent. You won't need to pay for internal recruiters you may not be able to afford if business declines, and you will have complete insight into the work done through data. When working with the team at Hub, you can slow down recruitment when you need to, and we'll be set to start back up at a moment's notice.

