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Quality trumps quantity

(Extract)

Priorities are shifting for businesses that want to hand over their staff recruitment to a dedicated provider with specialised technology and know-how. There's now a demanding list of conditions for any potential recruitment outsourcer (RO).

"Early deals focused on putting in 'one size fits all' processes, with cost savings the biggest focus," says Sue Brooks, director of RO business Ochre House, which secured a large recruitment deal with supermarket chain Somerfield.

"Although that is still important, now it's more about improved quality of hire, getting better people into the business who stay and add increased value, while reducing attrition."

RO providers now need to demonstrate real expertise to win contracts, and innovative methods are key, she says. "We have introduced 'narrowcasting', which helps organisations move away from trying to source candidates from the widest possible talent pool to sourcing them from a specific population, using attributes and behaviour as indicators. We have also developed a planning tool, called Scenario, so that companies can look at trends within their businesses to help decision making."

RO, also known as recruitment process outsourcing (RPO), should be an all-encompassing proposition...

RO providers vary in scale and expertise. They include high-street agencies, head-hunters – who often deal in executive searches – and specialist operators...

Outsourcing part, or all, of a business's recruitment workload can help a company to better track and manage their recruitment expenditure, suppliers and processes. Benefits can include reducing costs and optimising return on investment, freeing HR manager from administrative tasks so that they can concentrate on strategic issues and improving competitiveness by better brand management.