MAKE
the difference

A Managed Services Solution for Project Recruiting

In a digital world that demands instant gratification, websites are expected to perform both fast and flawlessly. When you provide services to millions of consumers, even a one-second delay in page response has the potential to damage customer loyalty and put your business at risk… a risk this financial services giant was unwilling to take.

THE CHALLENGE

In a digital world that demands instant gratification, websites are expected to perform both fast and flawlessly. When you provide direct banking and credit card services to millions of consumers, even a one-second delay in page response has the potential to damage customer loyalty and put your business at risk… a risk this financial services giant was unwilling to take. Before embarking upon a series of enhancements to its website, the client needed to secure the expertise of 11 Java developers—IT professionals in critically short supply. To ensure retention of institutional knowledge and continuity of support beyond project delivery, the plan was to market these jobs as direct hire opportunities, despite the fact that most Java developers opt for the flexibility and variety of project work. To meet delivery deadlines, all talent resources had to be secured within an accelerated timeframe.

SOLUTION

A Customized Project Recruiting Solution

Looking to apply a powerful recruiting engine to the search, without commandeering 100% of the resources and focus of its in-house recruiting team, the client outsourced the recruiting project to MAKE Corporation, its long-time staffing partner. As a first step, MAKE placed a senior recruiter onsite to get to know the developers and hiring managers, see how the team worked together and understand the nature of the front- and back-end development work. This interaction allowed MAKE to establish a deep understanding of the workplace environment, job duties and responsibilities, hiring manager expectations, compensation and benefits packages, and candidate onboarding processes. Armed with this knowledge and its own market insights, MAKE established a broad-reaching sourcing plan to attract both active and passive candidates.

A Highly Efficient Process

In addition to robust recruiting resources, tools and technology, MAKE employed disciplined practices to streamline the entire hiring process. As an example, candidates were screened, prepped and scheduled for client interviews in groups of five or six. This allowed client managers to set aside one afternoon a week to focus exclusively on the hiring project. Once interviews were completed, managers debriefed within 24 hours to ensure forward momentum on a weekly basis. While hiring decisions remained with the client, all sourcing activities and recruiting administration were managed by MAKE. This allowed client managers to maintain their focus on core activities, while MAKE's team handled project support activities such as:

- Candidate communications
- Interview scheduling
- Pre-employment assessments
- Background checks and screens
- Onboarding

MAKE also tracked and reported on all steps in the process, including job status, candidate progress, interviews scheduled and completed, assessment stages and offer status. This provided the client unprecedented visibility into the hiring process, from first contact to final hire.

RESULTS

Hiring Success

Acting as an extension of the client's HR team, MAKE turned up the volume on its recruiting engine, casting a wide net to identify Java developers with the appropriate range of experience. This led to initial contacts with 1,200 active and passive candidates. Not all promising candidates were an exact match for client requirements. However, with the deep insights developed by MAKE's onsite recruiter, the sourcing team was able to identify those candidates who had the best potential to succeed in the client's environment.

By leveraging the substantial recruiting power of MAKE's specialist team, the client hired all 11 Java developers within an aggressive three-month timeframe. The original goal was achieved through a highly accelerated and disciplined process—facilitated by continual communication. The hiring of 11 Java developers was fast, efficient and hassle-free for the client, with new hires fully prepped and productive from day one. The client launched its web enhancement project with a full complement of Java development expertise. And the customer loyalty critical to the success of the business? MAKE's client continues to live up to customer expectations. In fact, it has been rated #1 in customer loyalty for 18 consecutive years.

About MAKE CORPORATION

MAKE Corporation is a full-service professional recruiting firm that delivers exceptional talent solutions, fueled by a highly efficient recruiting engine and supported by unmatched industry knowledge and insight. Based on deep expertise in IT and expanding capabilities in accounting, finance, medical, legal and other professions, MAKE helps both large and mid-market clients efficiently find the high-quality talent they need to grow and prosper.

MAKE
the difference

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