

High volume multi-role RPO solution for a Global Automotive Giant

Go further.



“What has impressed us most about Amberjack is the end to end quality of service they provide and the speed at which they consistently deliver high quality results.”

HR Business Partner

Background

The client is a global automotive industry leader that manufactures and distributes automobiles across six continents. They have around 166,000 employees and 77 office and plant locations around the world. Their focus is to create a strong business that builds great products that contribute to a better world. The UK is one of their most important markets, where they employ more than 15,000 people.

Objectives

We have supported the automotive leader to exceed their talent objectives for their early careers recruitment since 2010. Impressed by our results, we were selected to recruit high volumes of experienced engineering and finance talent.

The experience and skills for these roles needed a different approach to the early careers streams we had so successfully recruited for before. They were also especially challenging given the scarcity of niche engineering talent and impact of trade union legislation.

The first recruitment phase required 96 hires in just 2 months. We needed to attract new talent with a strong and specific skill-set. And then meet the client's on-going requirements for experienced talent.



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Solution

We started with an in-depth job analysis. By meeting key stakeholders we were able to fully understand their talent needs. Then we used this knowledge to develop a highly efficient outsourcing solution to deliver the talent they needed.

The solution included targeted attraction, microsite, candidate management, assessment and selection. The campaign was supported by the powerful Ambertrack Applicant Tracking System (ATS). Ambertrack enabled our resourcing services team to easily manage candidates through the recruitment process. Whilst, at the same time efficiently report on and control the candidate pipeline.

Given the scarcity of engineering talent, delivery of an exceptional level of candidate experience was essential. Candidate enquiries were all answered promptly. This ensured that candidates stayed highly engaged with the recruitment process.

Results

The volume campaign for the recruitment of the experienced roles was extremely effective. The targeted attraction campaign worked supremely efficiently to engage the right talent. At the microsite 58% of registrations were converted to applications. And in total we received over 15,000 applications for the hard-to-fill roles.

The campaign delivered highly efficient conversion rates at every stage. And this stands testament to the quality of the targeted attraction and candidate management that was delivered. To date a total of 280 high-quality hires have been made for these hard-to-fill roles.

Our Awards



**APPRENTICESHIPS
4 ENGLAND**
Gold Award Winner