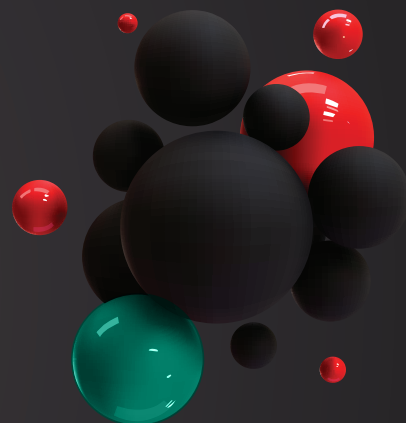


Gas and Oil Giant Surpasses Hiring Goal After Revamping its Direct Sourcing Program

talentnet
Powering Your Workforce



Problem

A prominent oil and gas company had to adapt to significant changes in its industry. The company needed to upgrade its current Direct Sourcing program to find new skill sets and hire a contingent workforce that would allow the energy giants to remain competitive in their field.

Solution

TalentNet implemented several changes to allow for quicker hiring, improved best practices, and the successful rollout of a new communications strategy. These changes included implementing 48-hour exclusivity for curators, setting up new publication sources like Indeed, and adding client domain emails for every team member.

Results



In 2022, the company surpassed its goal of filling 50% of their roles.



In Q3 / Q4, the company was able to fill 65% of open roles.

Fishing from a New Pond

As an innovation leader in the oil and gas industry, the energy giant had been operating a successful Direct Sourcing program through TalentNet for two years. While they were happy with TalentNet's support, they noticed a significant change in their industry - a shift from oil and gas to more sustainable energy practices.

As they began to diversify their products to better compete in the market, the energy behemoth realized it needed to hire for completely new skill

sets in the IT, marketing and engineering fields.

The company was facing challenges tapping into a new market and was in need of net new recruitment methods to fill their contingent worker needs.

The organization was also ready to expand its Direct Sourcing program across its company globally and wanted to benefit from new features and processes that TalentNet didn't have at the start of the relationship two years ago.

A Direct Sourcing Upgrade

TalentNet worked to upgrade the company's Direct Sourcing program to help the oil and gas titan quickly expand their contingent workforce. In order to allow for faster hiring and accessibility, they added the ability for curators to be part of intake calls and added client domain emails for every team member.

TalentNet also helped implement a 48-hour exclusivity

initiative. While this did exist in the past, it was loosely enforced and therefore not as effective. Now, curators get 48 hours to fill a role before the job is distributed to other contingent partners.

At the time, the organization had no publication sources set up. TalentNet worked directly with them to expand their reach by setting up Google Jobs, Indeed, and Zip Recruiter.

Better communication, better best practices

TalentNet also spearheaded an initiative to better integrate the curation team throughout the candidate sourcing program's entire life cycle, allowing for a more efficient hiring process. While upgrading the oil and gas company's Direct Sourcing program, TalentNet's network of experts were able to establish better best practices to let hiring managers and executives access relevant real-time data.

Partners in the evolution of a new comms strategy

As the company began to adapt to changes in its industry, TalentNet worked with them to shift their communications strategy to achieve their hiring goals. This included a website refresh, the implementation of a new internal marketing strategy, including roadshows and events to discuss Direct Sourcing.

Filling 65% of Oil & Gas Titan's Roles in Q3/Q4 2022

After completing an extensive overhaul, TalentNet was able to help the oil and gas company surpass their direct hiring goals. While they aimed to fill 50% of their roles, they were able to fill 65% of them in Q3/Q4 2022 due to TalentNet's Direct Sourcing platform.

The organization was also able to increase their community growth while reducing the time

it took to fill roles as a direct result of our partnership.

The company grew its net new community members by 156% between program launch and the third and fourth quarter of 2022, proving how important a Direct Sourcing program can be in the energy industry. By the fourth quarter, the company saw a significant increase in net new community members, with strong signs of exponential growth into 2023.