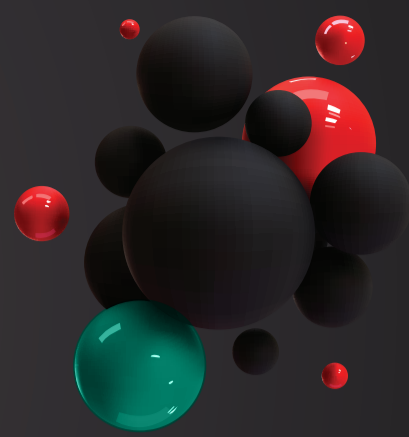


Notable Pharmaceutical Giant Creates Seamless Direct Sourcing Process After Talentnet Support

talentnet
Powering Your Workforce



Problem

While the notable pharmaceutical giant did have an existing Direct Sourcing program, the company saw benefits to expanding their best practices and changing their MSP screening process to give hiring managers visibility into all of the Direct Source candidates.

Solution

The company participated in TalentNet's Program Readiness, a data-centric decision-making workshop. Through TalentNet's intuitive platform and industry-leading experience, they were able to increase program adoption and success, expand its Direct Sourcing program throughout the US and create a cohesive, collaborative candidate experience.

Results

Fulfillment increased exponentially in the next quarter after MSP screening was turned off.



Increase in Talent community member engagement application ratio, with 50% of applicants coming from their existing talent community.

An ineffective MSP Screening Process

As a long-term client who values its contingent workforce, the notable pharmaceutical giant has had a Direct Sourcing program in place for quite some time, but they were in need of a talent acquisition upgrade. Not only were hiring managers missing a high percentage of candidates due to an ineffective

MSP screening process, they also saw an opportunity to implement additional Direct Sourcing best practices recommended by TalentNet.

Growing Direct Sourcing Program

The company saw an opportunity to improve their best practices as their Direct Sourcing program continued to mature.

They wanted to create a more seamless contingent hiring process with better reporting and communication practices.

A cohesive Experience for all the candidates

While revamping its Direct Sourcing approach, the organization also wanted to improve the company's contingent candidate experience to include brand representation. Contract hiring is a key strategy for the company, but their hiring processes weren't fully reflecting that. The company wanted candidates to interact directly with its brand and have a cohesive experience similar to that of a full-time hire.

Implementing ground up best practices

While working with pharmaceutical company, TalentNet prioritized communication and efficient practices, both through TalentNet's platform features - such as quick email and SMS capabilities - as well as through their thought leaders. As the originator of Direct Sourcing, TalentNet's team of experts worked with the pharmaceutical giant to share their wealth of knowledge and help the company implement important best practices. TalentNet advocated for Direct Sourcing exclusivity, which allows curators to fill a role first before it's sent to a third-party agency. TalentNet also expanded the company's Direct Sourcing program across the U.S.

The organization especially appreciated TalentNet's regular roll out of new features, which includes training to ensure users were able to understand and adopt each feature to its full potential.

Crafting a better candidate experience

TalentNet helped the pharmaceutical giant create a cohesive, collaborative candidate application process. One of TalentNet's first steps in the upgrading process was to turn off MSP screening, allowing candidates to be sent to hiring managers directly and access to all interested candidates. TalentNet's platform allowed the company's hiring managers and curators to easily communicate with each candidate and quickly access important information through their candidate profiles - such as previous applications and note history. The organization was also able to create a newsletter to connect with talent community members as part of their communication strategy.

An Industry Leading Outcome

TalentNet's upgrade of the pharmaceutical company's Direct Sourcing program led to an industry leading application ratio of 50% of their applications coming from new candidates, 50% Direct Sourcing candidates found from an existing pool.

These results surpassed expectations and showed the importance of adopting

industry proven best practices and processes and prioritizing the candidate experience. Just from turning off MSP screening, the company saw an immediate increase in fulfillment in the next quarter.

Through TalentNet's unique industry experience and intuitive platform, the company was able to revolutionize its Direct Sourcing program.