

META (FACEBOOK) CASE STUDY

Better Experience – Better Candidates – Better Results



THE CHALLENGE

Meta saw the opportunity to establish talent pools that would allow them to maintain contact with top talent, who had successfully worked for their company in the past and could be redeployed in new roles. Stakeholders at Meta wanted to leverage their leading brand to enable talent attraction for contingent workers. Through Direct Sourcing, they wanted to speak to their core values, allowing community members to showcase their skills and interests and ensure open and timely feedback. TalentNet is approached to solve their Direct Sourcing challenges.

SOLUTION

Meta has placed a great amount of trust in TalentNet to deliver value through a direct sourcing partnership. TalentNet's platform enabled Meta to take advantage of private talent pooling by hosting these groups of "known" and brand attracted workers and by making engagement more efficient. Deep technology integrations made TalentNet an extension of the investment and relationship that Meta looked to procure with Beeline, adding automation and intelligence that would help scale Meta's program. TalentNet has been able to transform Beeline's VMS platform into an innovative talent platform.

We like to move fast, we like to build stuff, we like to create things quickly – but we felt Direct Sourcing was important in our longterm strategy. We got the right level of buy-in. We built the right partnerships at all levels to ensure that, as we moved from pilot through to launch, there were no obstacles in our way.

–COLIN MCDONAGH, META (FACEBOOK)

RESULTS

Early results have exceeded all expectations with dozens of placements happening across various regions within a couple of months. The curation team is able to prioritize, redeploy and place quality workers, quicker and cheaper than the agency route. More importantly, the Talent Pool is growing with strong curated talent.



Save an average of 15% on overall contingent worker costs.



Enabled Meta to provide superior and Best-in-Class Candidate Experience



Mitigate risk in the Facebook CWX Program



Increased Speed-to-Market or time-to-fill