

Ensuring a smooth process: A guide to Direct Sourcing platform implementation

How a top technology firm optimized their hiring



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Direct Sourcing platforms have become pivotal in the talent acquisition sphere as companies struggle to find and retain skilled hires during a global talent shortage.

Proper implementation is key when integrating a Direct Sourcing platform into your business. Without solid best practices, it's difficult to create an efficient talent acquisition program that supports long-term hiring goals.

Common implementation challenges include lengthy timelines, a lack of communication and support, inadequate training and limited visibility into the entire solution. Many hiring professionals worry that Direct Sourcing implementation will take up too much of their resources while proving overly complicated to integrate company-wide.


As the originator of Direct Sourcing and a leader in the talent acquisition field, TalentNet has created an implementation process that manages time constraints, introduces a solid training strategy, and provides clients with comprehensive visibility into the entire process.

Through this guide, we'll explore implementation best practices to ensure a smooth transition process for Direct Sourcing platforms.

Powered by Direct Sourcing

Results by the numbers.

In 2023, our clients saw:

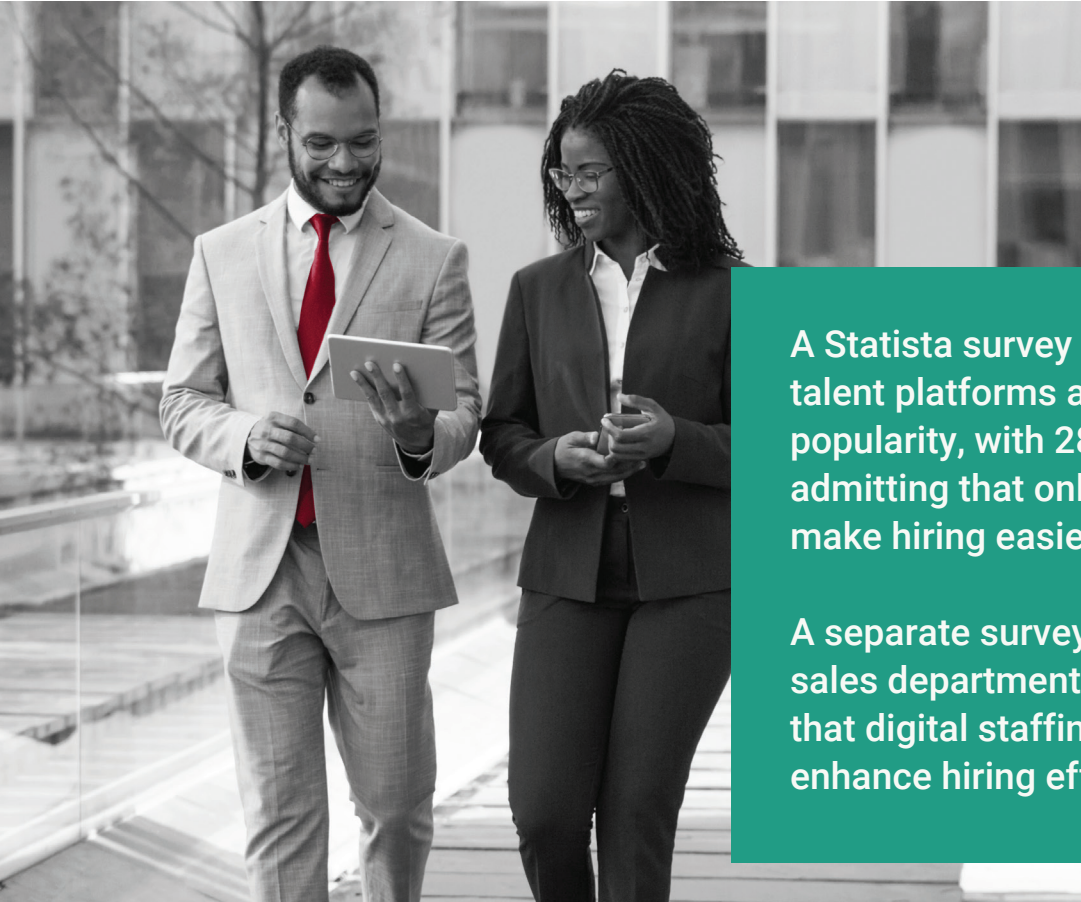
 An average savings of around \$3 million/client

 An average of 140 Direct Sourcing placements

 An average job fulfillment rate of 36%

 An average of 70% community growth

Understanding a changing market



A Statista survey shows that digital talent platforms are increasing in popularity, with 28% of staffing firms admitting that online talent platforms make hiring easier.

A separate survey found that 29% of sales department respondents agree that digital staffing platforms could enhance hiring efforts.

Businesses are slowly seeing a shift from an employee-led market, where fewer applicants are competing for positions, to an employer-led one, as workers deal with less openings and more competition.

This may seem like good news for companies who, technically speaking, should have the upper hand in the hiring landscape. The reality, however, is more complicated.

Talent shortages are still one of 2024's biggest challenges for hiring professionals. While every industry is affected, tech, healthcare, and skilled trades are seeing the biggest impact. This, coupled with a sudden onslaught of resumes for each open position, creates more work for companies as they struggle to identify qualified hires from an overwhelming number of applicants.

Many are turning to Direct Sourcing platforms as a way to organize hiring efforts and create long-term talent acquisition strategies that create talent pipelines filled with qualified, pre-vetted candidates.

While cost savings is an influential factor in adopting Direct Sourcing platforms, it's rarely the only consideration.

Talent Acquisition stakeholders often turn to these solutions to:

- **Find qualified talent with specific skill sets**
- **Fill open positions faster (decreasing time to fill metrics)**
- **Use their employer brand to increase hiring potential**

Preparing for implementation: What you need to know



As part of preparing for an implementation, we ensure:

- **Stakeholder buy-in.** Direct Sourcing strategies often take a holistic, long-term approach. Successful implementations require buy-in at the executive level. This is accomplished through planning activities like TalentNet's Program Readiness, a decision-making workshop that works with key stakeholders to highlight Direct Sourcing best practices, platform functionality, and configuration options.
- **Clear goals and outcomes.** TalentNet offers a customizable Direct Sourcing strategy. To properly leverage our platform, we work with our clients to understand their challenges, growth goals, and industry. For example, some companies look for platforms that can manage volume hirings while others need to build a better candidate experience. If we understand a client's needs, we can meet them through implementation.
- **Transparent communication.** Our team works with clients to mitigate any issues and provide a full explanation of the implementation process, ensuring there are no concerns and questions are addressed throughout the implementation.

A common myth about Direct Sourcing platform implementations is that they are time-consuming and needlessly complicated.

This is only true if the company doesn't have a thorough pre-implementation strategy in place.

At TalentNet, our experienced team collaborates with all stakeholders to ensure everyone is aligned on best practices, hiring goals and growth objectives.



Implementing a digital transformation requires industry experience, collaboration, and adaptability.

A smooth solution with clear results: The implementation process

Implementing a digital transformation requires industry experience, collaboration, and adaptability.

To properly frame our implementation process, we'll use a recent client example.

A tech giant with significant hiring needs

A global technology leader that employs over 11,000 contract workers needed a better way to organize its robust contingent worker program. They were looking for a software platform to provide a method to build solid Talent pools and manage their Direct Sourcing operations.

When discussing implementation, the company wanted to avoid the following concerns:

- **Unclear, lengthy timelines**
- **Lack of proper training**
- **Limited visibility of the entire solution**

TalentNet mitigated these issues through transparent communication, clear training processes and structured information sessions.



Managing timelines while reacting to industry challenges

Like many clients looking to develop their talent acquisition strategy, the tech company was focused on keeping implementation on track.

Most Direct Sourcing platform implementations will face a number of challenges and delays, such as:



Branding Requirements

In order to leverage a client's brand power, we need to use company logos and specified brand guidelines. This can take time to approve on the client's side. Our technology client, for example, required a lengthy review period before they approved their TalentCommunity branding, which added four weeks to the implementation timeline.

TalentNet, which is WCAG 2.0 compliant and has a minimum AA rating, also had to meet the tech giant's accessibility standards when launching their TalentCommunity and company job page.



Best Practices

In order to keep implementation on track, it's important to connect with internal stakeholders before creating a timeline to ensure you give clients the time they need for branding reviews and approvals.

When working with our technology client, we discussed all reviews and approval needs early and were able to set achievable goals and a reasonable time frame. This gave the company the extra four weeks they needed to ensure their TalentCommunity site met their needs.



Job Board Integration

TalentNet partners with a variety of job boards to support each client's unique talent acquisition goals. Setting up these integrations can be time-consuming and include delays on the job board's side. Our tech client faced this issue during implementation.



Best Practices

Clear, consistent communication is crucial during this phase. All stakeholders should be aligned during the process. It's important to be transparent about any issues, like job board integration delays. Clients should know what's causing the issue, approximately how long it will take to resolve, and where we are in the integration process.



Unclear Expectations

Implementing a Direct Sourcing platform is a collaborative process and involves support from sponsors, partners, and stakeholders. When expectations are unclear, you'll likely experience a bottle neck, which can cause serious delays.



Best Practices

Set expectations early. Before starting the implementation, ensure everyone is clear on what their roles are, what they need to provide during the process and any relevant deadlines. Regular touchpoints with integration partners are crucial to ensure alignment and help to achieve a successful launch.

Supporting implementation through strong training



Understanding our implementation training process



Once the VMS integration setup is complete, our team will conduct a demo for all stakeholders to provide a live view of the integration before training starts.

The demo covers the end-to-end integration activities between our platform and their VMS.

Training will cover the following topics:

- We'll walk clients through the candidate experience
- We'll allow clients to access their TalentBench dashboard
- We'll highlight all relevant features and demonstrate functionality.

At this stage, we'll provide a comprehensive training package and go through a detailed test script review to ensure everything is working properly.

Once an integration is complete, it's vital to provide thorough training to all stakeholders before user testing can begin. Without an effective training strategy, companies struggle to leverage Direct Sourcing features and run a smooth hiring process.

Our tech client's implementation program required a hands-on training strategy to build confidence in TalentNet's solution.

Exploring TalentNet's training plan



It's important to set up regular meetings with clients both during and after the implementation process to ensure they understand all training concepts and are able to confidently navigate through the platform. The frequency of these meetings depend on your client's availability and needs. Weekly and bi-weekly sessions are encouraged throughout the implementation.

Step 1: The live demo

TalentNet works with industry-leading VMS partners to facilitate a preview or demonstration of the platform's set up to confirm that all components have been connected and are working as intended. This stage will allow the client to fully understand each integration point between our platform and their VMS.

During our implementation with the technology behemoth, TalentNet provided a live view of the integration between their VMS and our system to ease any concerns.

Step 2: Reviewing the candidate journey

Once the connection has been established, our team takes the client through the candidate journey to ensure they understand each feature. This process also allows companies to fully assess the candidate experience and ensure it meets their expectations. The tech giant, for example, received a full walk through of the TalentCommunity registration process along with the visual of their brand placement and landing page layout; based on their selected preferences.

Step 3: Reviewing TalentBench

As with any new solution, it's essential to provide a thorough virtual tour before the implementation is fully complete. TalentNet's team takes clients through all of TalentBench's features, including:

- **Communication capabilities and templates-** Which allow Curators to quickly engage with talent through SMS or email.
- **Talent matching capabilities-** Our AI-powered feature that matches candidates with open positions based on their qualifications. We'll also highlight where curators can see the match percentage for each candidate.
- **Talent Community organization-** Curators can group candidates by job, qualifications, location, and more, creating short lists and pre-vetted talent pools.

In our example, our technology client received a full walk through of the TalentBench platform, ensuring they understand how each feature can support their hiring goals and which features work best for their curators.



A lack of visibility can derail your Direct Sourcing implementation. Without a proper understanding of the end-to-end operational workflow, clients often struggle to efficiently use the platform on a daily basis, leading to a less effective hiring process.

Providing an end-to-end viewpoint

TalentNet provides a holistic view of the entire platform through:

- **Structured readiness and training sessions.**

These sessions are customized based on the client's unique Direct Sourcing program. They explore Direct Sourcing best practices and explain which features clients can use to meet specific hiring goals.

- **Status meetings.** These touchpoints include Q&A sessions and serve as a way to keep clients updated on the implementation process while allowing them to voice any concerns.

- **Clear outcomes and insights.** From an implementation standpoint, our team provides all stakeholders with a clear line of sight into the expected outputs for the implementation. This fosters a smooth process for the program launch and enables the team to find solutions to any issues to ensure a successful launch.

Going back to our client example, TalentNet's team worked closely with the technology company and the Curation partner to ensure their launch was successful and all parties were fully aligned on best practices. The client went through structured Program Readiness sessions which reviewed branding, solution workflows, technical setups of job boards and other features, and configuration options available.

We also worked with the company's VMS partner to identify specific requirements and available settings along with a live demo of the integration. This, along with in-depth user training and frequent touch points allowed the organization to confidently implement their Direct Sourcing program and strategy.

Successful implementations with impressive results

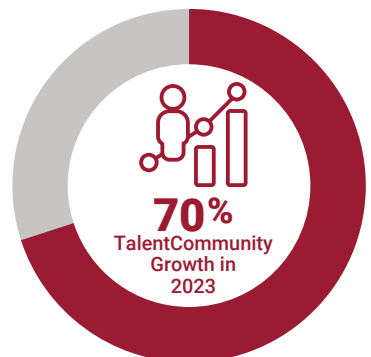
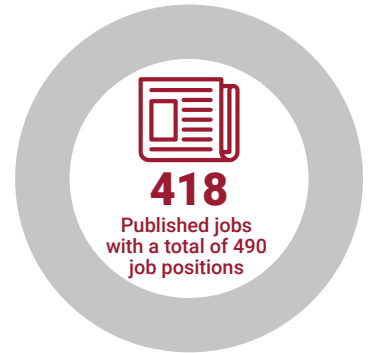
Implementation can be a complex process for clients who don't have the necessary training and visibility to fully understand the solution. By creating a flexible timeline, providing thorough training and creating end-to-end visibility, TalentNet is able to offer a smooth process while building client confidence.

Our technology client, for example, completed a successful launch and continues to benefit from its Direct Sourcing program. The company is able to leverage its strong brand, build robust talent pools, and manage candidate engagement while working closely with their Curation partners.

Our client saw 17,816 Talent Community registrants since launch, along with 18 hires through the program, and 418 published jobs (with a total of 490 job positions).

Overall, Direct Sourcing programs lead to significant cost-savings, with talent acquisition software saving up to 15% on overall contingent worker costs. In 2023, our clients saw an average savings of around \$3 million each.

Apart from cost savings, smooth implementations lead to faster TalentCommunity growth, more placements and an increased job fulfillment rate. Last year, our clients saw an average of 140 Direct Sourcing placements and an average job fulfillment rate of 36%. Clients also saw impressive TalentCommunity growth, with an average of 70% in 2023.



For more on TalentNet's intuitive platform, [REQUEST A DEMO HERE.](#)



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Powering Your Workforce