



PROJECT

CLIENT REQUIREMENT



An white goods manufacturing company required culp to help position recruitment as a value-add service to the business. Sponsored by the Head of HR.

CULP SOLUTION



A 1-week onsite Recruitment Health Check observation and culp talent index benchmark. cti score of 14 positioned at Level 1, traditional talent acquisition operations.

RESULT & IMPACT

The observation and analysis identified significant opportunities for maturity. Gaps in recruitment strategy, no search or employer branding, no proactive sourcing, recruitment competence, reliance on ad-response and job boards, multiple processes, fragmented CX, no metrics or reporting.



The recommendations included the development of a 4-year recruitment strategy, global recruitment systems implementation, define recruitment budget, recruitment training, employer branding strategy, Global EVP activation, optimize employee referrals and succession planning, partner with marketing, introduce metrics and reporting, design the CX, re-engineer a single recruitment process and educate the business.

LEARNINGS



Blue collar recruitment is difficult and very reliant on referrals, family and community networks in South Africa.

The HR team had tools provided from global but were unsure as to how to implement them effectively, culp's cti-score supported a transformational journey of maturity and implementation.