



PROJECT

CLIENT REQUIREMENT



An international travel group required culp to streamline talent attraction and employer branding efforts and modernize the recruitment process. Sponsored by the General Manager - People.

CULP SOLUTION



A 1-week onsite Recruitment Health Check observation and culp talent index benchmark. cti score of 44 positioned at Level 2, developing talent acquisition operations.

RESULT & IMPACT



The observation and analysis identified gaps in recruitment strategy, search, EVP-aligned content strategy, employee referrals, recruitment events, social recruiting, instore recruitment, multiple job advertising channels, reporting and metrics, recruiter competence, old-fashioned systems, internal recruitment, careers website, budget allocation and a disjointed candidate experience.

The recommendations included the development of a 3-year recruitment strategy, recruitment systems requirements, optimizing tools, search, talent pipeline, employer branding content strategy, ownership of the budget, employee referrals, job title adjustment, recruitment restructure, recruitment training, agency performance review, alignment with marketing and improved reporting. Focus on quality not quantity.

LEARNINGS



The relationship between HR and marketing significantly improved when recruitment regained ownership of the budget and briefed marketing on recruitment needs; enhancing recruitment marketing and talent attraction.