



# PROJECT

## CLIENT REQUIREMENT



A global textiles manufacturer required culp to write a recruitment strategy and educate the business on recruitment people, process and systems.

Sponsored by the HR Director.

## CULP SOLUTION



Complete the culp talent index and use a maturity model to write a relevant recruitment strategy that is fair, integrated into talent management, uplifts recruitment capability and is understood across the business.

## RESULT & IMPACT



cti-score positioned the organisation at a level 1, traditional talent acquisition operation. The recruitment strategy purpose was to mature TA operations in sourcing, job advertising and employer branding over a 1-year period.

The strategy incorporated 4 types of recruitment, aligned to the DNA, optimized people building internal capabilities, re-designed the recruitment process and uplifted the CX, defined a time-to-fill SLA (reducing the length of the process by ~20 days), suggested ATS implementation, a careers website and recruitment metrics for reporting.

**The recruitment budget shifted to recruitment training to build internal capabilities to focus on passive talent, advertising on niche jobs boards and social platforms, and understanding the EVP to define an employer brand strategy for talent attraction.**

**Line/hiring managers participated in a recruitment satisfaction survey to identify recruitment strengths and weaknesses and were included in recruitment workshops.**

## LEARNINGS



Line managers that do not partner with HR in recruitment, create confusion and poor candidate experiences that impact the reputation of the employer in the market. HR should engage Line yearly on the recruitment process to ensure consistency.

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