



RECRUITING POWER.
DELIVERED 247.

HEADHUNTING

CASE STUDY

THE FAST-TRACK TO VMS VIABILITY AND PROFITABILITY

Optimizing VMS Program Delivery for EDGE Services

Like many staffing companies, EDGE Services found itself at a fork in the road with VMS. Could the company compete within the boundaries of VMS programs to deliver the high quality consultants it is known for across the financial services industry? Or, was it time to walk away from VMS?

THE CLIENT: EDGE SERVICES

Singularly focused on serving financial institutions, EDGE Services (EDGE) provides business consultants to banks, credit unions and financial services companies. EDGE is known for extensive financial services industry experience and the ability to meet precise skill requirements to deliver the best consultants in the business.

THE NEED: RETOOL A SOLUTION FOR VMS PROGRAMS

EDGE's high-touch, highly consultative placement model was not effectively converting within VMS program metrics. In the case of one key banking industry client, the VMS scorecard results were in sharp contrast to the time, effort and expertise EDGE was committing to search and sourcing efforts. Scores were mediocre while EDGE was putting in maximum time, resources and effort. In order to profitably serve clients through their VMS programs, EDGE realized it needed to refine and optimize its solution for VMS.

THE SOLUTION: VMS OPTIMIZATION WITH 247

EDGE turned to offshore talent sourcing partner, 247 Headhunting (247), for support in analyzing and optimizing its VMS recruitment management approach. With more than two years of experience working with EDGE on talent sourcing, 247 was thoroughly familiar with the EDGE teams, values and standards. This inside knowledge, combined with 247's expertise in helping staffing companies meet VMS program requirements, was quickly put to work.

"We were at a critical crossroads with VMS. Could we take the steps needed to increase our competitiveness in the VMS space? With 247's optimization of our recruitment management process, the answer was a resounding 'yes.' Today VMS is a thriving and profitable part of the EDGE offering."

Scott Koenig, Senior
Vice President EDGE
Services



HEADHUNTING

After comparing recruiting processes with VMS scorecard results from the banking industry client, 247 and EDGE identified several areas for optimizing VMS program fulfillment:

Eliminating Requisition Bottlenecks: In an effort to best serve their financial clients, EDGE recruiters were carefully submitting requisitions to their 247 team of offshore sourcers. The added time for aligning requisitions to offshore resources was costing EDGE time and lowering VMS scores for speed and fulfillment. Seeing the slowdown, 247 suggested EDGE eliminate the sorting activities and send all requisitions directly to the offshore team. This process change, which was implemented with a simple adaptation to the client's ATS, put the job of rapidly assigning sourcing priorities to the offshore recruiting team.

Immediately assessing each need, the offshore recruiting team can now rapidly launch into search and sourcing mode. The process change allows EDGE to take full advantage of an offshore team with twenty-four hour a day sourcing capabilities and the ability to scale resources up or down to meet demand. Dramatically increasing EDGE's speed in delivering VMS candidates, this single process enhancement has resulted in significant VMS scorecard improvements, including the reduction of EDGE's "response time on positions" from 7.11 days to less than half a day (.47 days).

Streamlining Roles: To increase internal focus and commitment to the VMS program, 247 also suggested tying the compensation of key EDGE recruiters to the VMS scorecard results. This change elevated the internal priority on the VMS program, demonstrating to EDGE managers and recruiters that VMS success was important to company success.

THE RESULTS: MORE VMS CLIENTS, HIGHER VMS REVENUE

As a result of the process and delivery improvements, EDGE now has a highly competitive VMS solution offering. The company has added several new VMS clients, which is something EDGE "would not have been able to do without 247 as our partner," according to Senior Vice President, Scott Koenig.

For the original banking industry client, EDGE dramatically improved scorecard performance in every metric and has maintained premier vendor status since making all the adjustments. "Every category of VMS scorecard performance has improved dramatically since optimizing our recruitment management process with 247," said John Ferrone, VMS Manager, EDGE Services. "We have continued long-term client VMS relationships while gaining new ones due largely to our increased speed and productivity."

EDGE SERVICES RESULTS

OVERALL SCORECARD

From 35.8% to 93.7% in 6 months



↑ increase of 262%

RECRUITING QUALITY

Candidate acceptance

↑ grew from 74% to 93%



RESPONSE SPEED

Accelerated from 7+ days to



↓ less than 12 hours

