

CASE STUDY: RECRUITMENT & PLACEMENT SOLUTIONS

OPTIMIZED HIRING STRATEGIES FIND THE IDEAL CANDIDATE



CLIENT

This client is a global industrial packaging manufacturer specializing in complete packaging solutions that reduce costs while minimizing environmental impact.

CHALLENGE

This client had a need for an experienced Customer Service Representative with a wide range of qualifications in shipping and receiving, sales, vendor management, invoicing and purchase orders. This position required relocation to Canada for the first six months and offered a low salary in comparison to the marketplace. For these reasons, the client was having difficulty finding candidates who met all of the requirements.

STRATEGY

We found that there were many candidates who had the necessary experience and were willing to accept the salary but none that were willing to relocate. Because of this, we changed our strategy from sourcing primarily for experience to prioritizing willingness to travel. We focused our search on interns and recent college graduates knowing that they likely would be more open to relocating than experienced candidates who had extensive family obligations. We made sure these candidates' academic backgrounds aligned with the hard skill requirements of the position and that they had some experience in customer service.

RESULTS



5 CANDIDATES
Presented to the client



3 CANDIDATES
Interviewed



1 CANDIDATE
Hired