

# Randstad Technologies fills IT talent needs resulting from rapid growth

consultative approach improves recruiting results and reduces turnover

## results at a glance:

**problem:** A triple digit growth rate was driving demand for hard-to-find IT talent. Unabated heavy workloads produced high turnover rates as employee burnout became commonplace. The firm turned to a number of staffing vendors for help, but failing to fully understand the company's needs their recruiting efforts stumbled.

**solution:** Initially called in to help fill a .NET position, the Randstad Technologies' permanent placement team devoted themselves to learning as much as they could about this client's business. Now understanding their operations and needs, the recruiting team could better identify and attract good fitting candidates. By offering suggestions and ideas to foster employee retention, resulting programs have reduced turnover.

**results:** Over a 30-month period, Randstad Technologies has helped this client hire 25 new IT employees. Given their success finding talent ranging from entry level developers to managers, this client now relies on Randstad Technologies for all its recruiting needs. Applying its knowledge of this client's organization, with insights gained working with other clients, the team recently suggested a restructuring of certain IT management roles. This consultative approach has provided additional value resulting in more effective IT staffing and operations.

“ Randstad provided qualified, pre-screened candidates who met our requirements. Their focus on customer service meant we conducted fewer candidate interviews which resulted in both cost and time savings. ”

-CIO marketing logistics and fulfillment services firm

#### client profile:

This client is a leading provider of marketing logistics and fulfillment services. With annual revenues exceeding \$200 million, the firm has approximately 1,800 employees and operates 4 million square feet of distribution space in 12 major metropolitan areas in North America. For five consecutive years, this firm has made *Inc. Magazine's* list of fastest growing companies in the U.S.

#### business problem:

The firm was experiencing meteoric growth in revenues, nearly 300% over seven years. This high rate of growth was fueling an unrelenting demand for IT talent. Unable to hire IT talent fast enough, pressure on existing personnel resulted in high turnover that further exasperated those employees left trying to make delivery deadlines.

In near desperation, the firm turned to a number of recruiting vendors for help in finding the qualified talent. Unfortunately, the staffing vendors used approached the assignments not fully understanding the client's needs. Many of the personnel recruited didn't fit the firm's needs or culture. The situation worsened. The client was now spending time managing the recruiting vendors that could have been more effectively spent building their IT team.

#### the Randstad Technologies' solution

A little more than two years ago, the firm turned to Randstad Technologies for help finding a .NET developer. Rather than approach this assignment as just a position to fill, the Randstad Technologies' permanent placement team did a deep dive into the client's business with the goal of gaining insight into their operations, culture, and goals.

Conversations with the client about their infrastructure, management, and organizational structure provided the team with a better understanding of both the skills required of potential employees and the organization's culture and the types of people best suited to that culture. Using information about the client's legacy applications and planned technology acquisitions augmented with insights the Randstad Technologies' team had attained from prior assignments led to a more complete picture of the skillsets the client would need.

As a result of this consultative approach to filling the client's staffing needs, the Randstad Technologies team was better able to successfully identify and recruit qualified candidates. Using an array of tools, the recruiting team has leveraged networking and referrals to find excellent talent — each candidate currently employed and not actively looking for a job.

#### Randstad Technologies assisted the client by gathering information and data to:

- Determine the necessary skillsets required of potential employees
- Understanding the companies' culture
- Ascertain why other staffing vendors failed to find right talent

In their advisory role, the Randstad Technologies team has provided the client with information on market supply and demand to insure that they understand the nature of the recruiting endeavor and have agreed on meeting the required salaries. Suggestions to foster employee retention garnered from experience with organizations that excel at keeping good employees resulted in techniques and programs that have significantly reduced turnover.

#### benefits delivered

Over the past 2½ years, Randstad Technologies has helped this client find approximately 25 new permanent employees. The Randstad Technologies team has applied its knowledge of the organization to successfully place highly qualified talent, from junior developers to managers who report to the CIO. The firm now relies solely on Randstad Technologies for all its recruiting needs throughout the organization. It is now able to meet the demands of its longest-standing and largest client, one of the most prominent telecommunications giants.

The Randstad Technologies' team recently advised the client's CIO that in order to more ably support their largest client they needed to split a proposed role into two positions. By adding an IT Director and a Solutions Architect to support this client, the client would fashion a better approach to both the management of personnel and the technical aspects of their work. This insight was gained by understanding their operations and organization — something very few, if any, other recruiting firms would spend the time doing.

Additionally, by relying on Randstad Technologies to find highly capable software developers, the firm can now perform assignments for its largest client that it formerly lacked the talent to complete, generating tens of thousands of dollars in additional revenues. They have adopted a more proactive approach with this client now suggesting new projects thereby increasing their value and revenues. The reduction in turnover has saved the firm significant expenses by not having to refill open positions.

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#### incredible results!

- 25 new permanent employee in 30 month timeframe – from junior developers up to managers who report to the CIO
- Randstad Technologies is now the client's only recruiting vendor
- They can now meet the demands of its largest client - a telecommunications giant
- More effective IT staffing and operations by restructuring specific IT management roles



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