



of the merger of the French company Ecco and the Swiss company Adia Interim and today operates in over 60 countries and territories around the world, with more than 32,000 employees across 5,100 branches.

The company offers a wide variety of human resource services – including temporary staffing, permanent placement, career transition and talent development, as well as recruitment process outsourcing and consulting – and helps to connect around 700,000 jobseekers with its clients every day, across industries as diverse as administration, IT, medical, engineering, finance and legal.

Since 2005, Adecco has also partnered with the International Olympic Committee (IOC) to develop the IOC Athlete Career Programme, which helps elite athletes in their transition from sport to the world of work. So far, the programme has benefited more than 22,000 athletes from 180 countries.

**STAFFING SUCCESS: MINING BOOM**

When an Australia-based mining company was looking to improve its hiring processes, Adecco's approach saw it achieve a fill rate of almost 100% while also improving the retention and quality of candidates, reducing costs by 10-11% per candidate per annum.

**ALLEGIS**

Headquartered in Hanover, Maryland, Allegis Group (www.allegisgroup.com) was founded in 1983 and is now the largest privately-held talent management firm in the world, with offices throughout North America, Europe, and Asia.



Allegis serves its customers through several subsidiary businesses, which provide staffing services and solutions to a wide range of industries. These include Aerotek, which provides technical, professional and industrial staffing services; TEKsystems, which specialises in IT staffing and consulting services; and MarketSource, which offers outsourced sales and marketing solutions. Other subsidiaries include the legal staffing and search firm Major, Lindsey & Africa; the consultancy, finance and IT recruitment company Aston Carter; and Allegis Global Solutions, which provides human capital consulting and workforce management solutions.

**STAFFING SUCCESS: FILLING TIME**

When a global healthcare group in the US was looking to improve hiring efficiencies while also reducing costs across the organisation, Allegis implemented a solution that helped reduce the time it took to fill roles from 75 days to just 39.

**MANPOWER GROUP**

Manpower Group (www.manpowergroup.com) has been creating innovative workforce solutions for more than 65 years, having been founded in the US in 1948. Headquartered in Milwaukee, Wisconsin, the company now operates a worldwide network of offices in 80 countries and territories, with global revenues reaching US\$20.9bn (€19.1bn) in 2014, according to SIA.

Manpower Group serves both large and small organisations across all industry sectors through four main brands – Manpower Group Solutions, Experis, Manpower and Right Management – helping more than 400,000

clients address their critical talent needs, providing comprehensive solutions to source, manage and develop talent.

It aims to partner with clients to accelerate their business by providing the people and services that raise the quality, productivity and efficiency of their total workforce, including recruitment and assessment, training and development, workforce consulting, outsourcing and career management.

In 2015, Manpower Group was named one of the World's Most Ethical Companies by the Ethisphere Institute for the fifth consecutive year and one of Fortune Magazine's Most Admired Companies. ➤



# You're hired

While having the best talent in your workforce can give your business a boost, acquiring the most qualified people for the job is becoming increasingly competitive, which is why many companies are now looking to recruiting agencies for help, as **Liam Tappin** reports

Every organisation wants to fill their payroll with the best staff possible, so it's no surprise that the likes of Google

spend four to five times more on sourcing talent than other companies. But there's more to effective recruiting than a big

budget. Online networking sites such as LinkedIn and Glassdoor have put potential candidates only a few clicks away, while many businesses are also turning to expert recruiters for help.

Recruitment companies offer a host of services that help clients obtain the best possible candidates, and with services tailored to suit the needs of your business, they handle everything from the production of job adverts to the interview process itself. Recruiters can also design pre-hire assessments, chase

references, and even develop a careers website for your business.

With the world's four largest staffing companies – Adecco, Randstad, Manpower Group and Allegis – pulling in a combined revenue of US\$79.4 billion (€79.1bn) in 2014, and the market as a whole achieving revenues of around US\$424 billion (€390bn), it's clear that the recruitment industry is booming. Here, we highlight what each of the industry's four big players can offer its clients.

**ADECCO**

Adecco (www.adecco.com) is the world's largest global staffing and recruitment firm, with US\$26.1 billion (€24bn) of revenue in 2014, according to global contingent work adviser Staffing Industry Analysts (SIA).

Headquartered in Switzerland, it was formed in 1996 as a result



**STAFFING SUCCESS:  
A CLEAR VISION**

When a global technology company based in Korea was looking for candidates with sharp eyesight to carry-out visual inspections, Manpower Group responded by sourcing hearing-impaired workers, whose eyesight proved more acute, to fill the roles. This innovative solution saw productivity improve by 25%.

**RANDSTAD**

Randstad ([www.randstad.com](http://www.randstad.com)) was founded in the Netherlands in 1960 and has since expanded its operations to 39 countries – representing more than 90% of the global HR services market. In 2014, the company enjoyed worldwide revenues of US\$22.9bn (€21bn), according to SIA.

Randstad provides solutions in the fields of flexible work and human resources, offering services ranging from regular temporary staffing and permanent placements, to recruitment process outsourcing, search and selection, and in-house HR solutions, which help develop the structural needs of companies requiring large-volume workforces with client-specific skill sets.

Its specialist divisions across IT, engineering, finance and accounting lead the way when it comes to delivering innovative,

flexible and customised recruitment services and consulting solutions, while its 50 years of experience and global network of recruitment and HR specialists also means Randstad is well-placed to meet clients' needs across virtually any other sector – including healthcare, sales and marketing, automotive, retail, HR, pharmaceuticals, logistics, hospitality, construction, education and legal.

**STAFFING SUCCESS:  
PREACHING TO THE  
CONVERTED**

In 2013, Randstad helped a leading global financial services firm implement an end-to-end managed services programme across Asia Pacific, which achieved cost savings of 3-5% in contingent labour spend, accompanied by a robust and focused hiring process that reduced time-to-fill from 50 days to fewer than 30 days for 80% of the roles across the region and increased the temporary-to-permanent conversion rate to around 40-50%, highlighting the quality of the contractors they sourced.

**SO WHAT'S THE COST?**

According to research from Bersin by Deloitte, US companies increased their talent acquisition



spending by 7% on average in 2014 from 2013, driven by increased competition for talent and a shortage of critical skills. That increase was in part due to an increase to nearly US\$4,000 (€3,600) in cost per hire in 2014.

“At a cost of nearly US\$4,000 (€3,600) on average to fill an open position, US companies are spending nearly three times the amount spent on training per employee,” explains Karen O’Leonard, vice president of benchmarking and analytics research at Bersin by Deloitte. “As the economy continues to rebound and the job market becomes more transparent than ever, organisations recognise that spending money strategically on recruitment, employment branding, sourcing and the entire candidate experience is critically important.”

According to the Bersin by Deloitte research, the most mature recruiting organisations – those considered strategic enablers of the business and where talent acquisition leaders have an active and influential “seat at the table” – spend US\$6,465

(€5,900) per employee, on average, as compared with only US\$3,258 (€3,000) among those organisations at the lowest level of maturity with reactive, tactical recruiting. But it seems the investment is worth it, with high-impact organisations enjoying 40% lower new-hire turnover and being able to fill vacancies 20% faster than companies with tactical recruiting functions.

Despite all the upsides, businesses should focus more on finding the right recruiter who can meet their requirements, rather than how much it costs, according to Matt Norton, a research analyst at Staffing Industry Analysts.

“You must thoroughly understand and articulate the needs of your business,” he explains. “While pricing is important, quality is what the relationship should be all about. It is imperative that recruiters understand their client’s company culture in order to select candidates that will fit best.”

It seems that if you are careful in selecting the right one, a recruitment firm just might be the best hire you ever make. ■

