

## The challenge.

Gate Gourmet was faced with a number of challenges that led them to begin seeking out a RPO partner that could offer an innovative recruiting approach. The client was looking to attract a new pool of quality talent while improving their brand as an employer. Their recruitment process was inefficient, unable to adjust to cyclical staffing needs, and did not have the capability to drive a large candidate pool. Gate Gourmet needed a solution that would be repeatable across markets and able to handle a very high volume of candidates.

## The Pontoon solution.

The initial partnership began with a pilot 120 day program in a major market, O'Hare International Airport where Gate Gourmet employs over 1,000 union employees. After mapping out the recruitment process, appropriate best-in-class technologies were selected to be utilized in this fully automated program.

In order to penetrate untapped markets, we utilized an aggressive technology driven strategy consisting of social media campaigns to not only attract appropriate candidates, but to also build brand awareness.

The solution was two-fold. First, we created professional job and company profile videos to capture candidates' attention and gain interest without candidates having to go to a computer. Candidates can access the videos via receiving a mobile link through SMS, a QR code, or through a short code URL. Once the videos have been viewed, the candidate is provided information on how to apply online, as well as an option to send to a friend.

The second key to attracting the desired candidate base was to implement MResource. MResource is a mobile solution leveraged for times when a formal application is not available (i.e. a job fair, college recruiting). We are using MResource to capture basic data about the candidates who may be interested in potential opportunities with Gate Gourmet without requiring them to apply to a specific position. Potential candidates are able to utilize SMS on their cell phone to indicate their interest and obtain a mobile link to job videos as well as text based job descriptions. The data automatically feeds into our Candidate Relationship Management tool, Avature, building a large talent community. Recruiters then have warm candidates that have expressed interest in the organization available to contact as new openings are available. This provides a strong pipeline of potential candidates.

## The Results.

- Candidate reach exceeded over 200% in Chicago O'Hare
- Number of applicants increased by 89% over a five month time period at the Chicago O'Hare location after MResource Implementation
- Partnership broadened to include Los Angeles, Washington Dulles, and San Francisco.
- Interview-to-hire ratio reduced from 7:1 to 1.5:1
- Time-to-start down from 55 days to 35 days
- Attrition reduced to ~23% from ~45%

*“Adecco RPO has become a strategic business partner that has demonstrated its capabilities to expand with our business and support our dynamic requirements.*

*We have been able to engage candidates in previously untapped markets and deliver exceptional customer service to our internal clients with metrics like reduction in turnover by more than 40%, reduction in interview-to-hire ratios by more than 75%, and reduction in time to start by more than 35%.”*

—Lisa Johnson, Director of Recruiting, Gate Gourmet