



LAND THE RIGHT TALENT

TO SUCCESSFULLY DRIVE A PRODUCT LAUNCH

PROJECT GREENLIGHT: YOU CAN'T BUILD IT OVERNIGHT

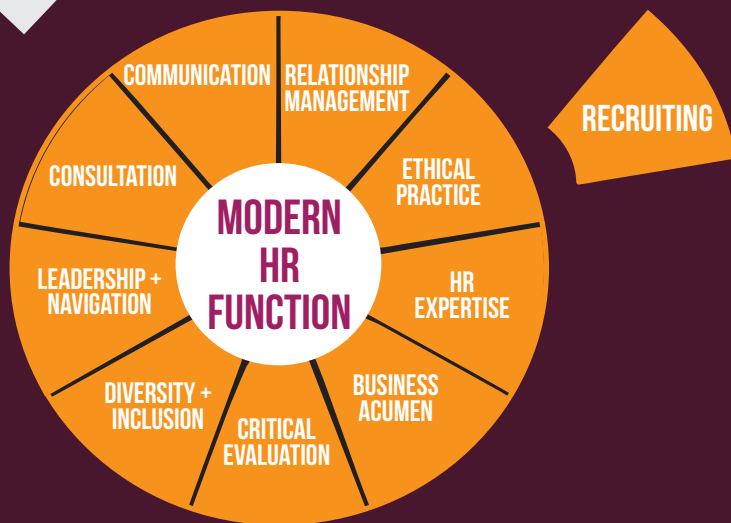
When the call comes from your CEO or Board of Directors that it's time to build a team to design and launch a new product line, no one understands the harsh reality better than you—you can't build a recruiting pipeline overnight.

But wait! No one is willing to fund growing your Talent Acquisition team before the new project actually receives green-light status. That's where Kinetix RPO comes in: We build the team to help you meet just-in-time growth goals—and make you look great in the process.

Our client in this engagement was a technology provider focused on solutions to assist in the measurement of marketing and sales initiatives. Sound familiar? Maybe you know them.



THE PROBLEM: LEAN HR TEAMS DON'T HAVE THE BANDWIDTH TO RECRUIT



Our client's HR function was strong, but as a lean organization with responsibility for all areas of talent and people management, was stretched too thin to aggressively recruit all positions critical to growing a new product organization.

Adding to the challenge for our client's HR team was the breadth of skillsets needed by the new product organization. Deep recruiting expertise was needed in software development, product and project management, sales and marketing, finance and customer service.

Fast Turnaround + Limited Capacity + Multiple Skillsets = Need for a great recruiting partner.

THE KINETIX MODEL IS BUILT TO HELP COMPANIES WITH ON-DEMAND HIRING

To effectively serve this client, Kinetix deployed our unique RPO model featuring specialty recruiters. The Kinetix team is based on having recruiters with unique specialties, which means our clients get the right recruiter for each position—not a generalist recruiter with limited knowledge of the area in question.

That means our client got eight recruiters immediately working openings on the project. The fact that Kinetix recruiters are organized by specialty creates credibility and motivation felt by candidates and hiring managers alike. The result is better hires and increased satisfaction by all involved in any search within a Kinetix engagement.





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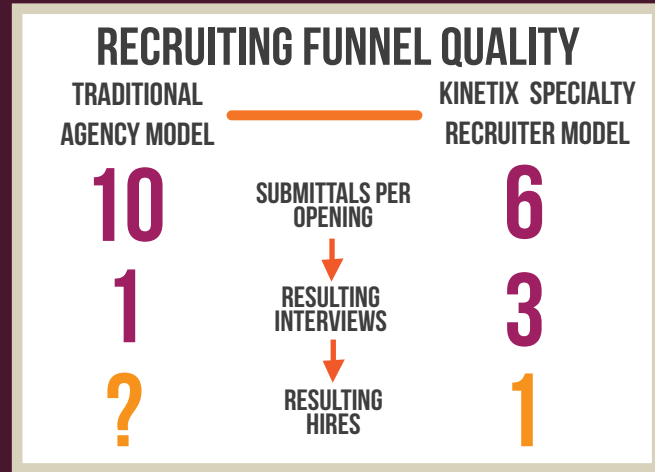
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WHAT WE LEARNED: OUR MODEL FITS COMPANIES WITH A NEED FOR SPEED

If there's one thing we've learned as a strategic recruiting partner, it's that growth and recruiting needs never present themselves in an orderly fashion. But expectations are still high when recruiting initiatives are approved.

The Kinetix RPO model pairs an experienced recruiter with your hiring manager (who has high expectations) for each opening in question. The depth of our recruiters in their area of specialty means trust grows rapidly with your hiring managers, resulting in higher submittal/interview/hire conversion rates.

The resulting quality of submittal/interview/hire conversion rates in each hiring funnel reduces time-to-fill—meaning the speed you need is realized after a short implementation period.



RESULTS: AGGRESSIVE TIME-TO-FILL WITH COST SAVINGS OVER THE ALTERNATIVE

The solution built on behalf of our client was typical for Kinetix—a complete custom build. In addition to becoming the exclusive strategic recruiting partner for the initiative, we also managed all contingent labor spend on behalf of the client, giving them one voice/solution they could trust for all staffing needs.

The results provided by the Kinetix team were immediate and strong. Kinetix delivered an average time-to-fill of 26 days across positions in software development, product and project management, sales and marketing, finance and customer service. Think the work was transactional? Think again—the average salary of the hires made by Kinetix in the project was \$78,000!

Just as important as speed and quality to our client was cost. Kinetix RPO produced a solution that delivered a cost reduction of 40% when compared to traditional alternatives available (contingent search, heavy contract labor) to our client.

As you might expect, our relationship with the client extended beyond the project in question. The CEO of our client was elated to learn one provider could meet his company's diverse needs, and provide flexibility to scale up or down on demand at an affordable cost.

6 SUBMITTALS/HIRE **26 DAYS AVERAGE TIME-TO-FILL** **53 HIRES IN 60 DAYS** **78.5K AVERAGE SALARY/HIRE** **3 INTERVIEWS/HIRE** **95% OF ALL POSITIONS DELIVERED THROUGH KINETIX** **40% TOTAL RECRUITMENT COST SAVINGS**