

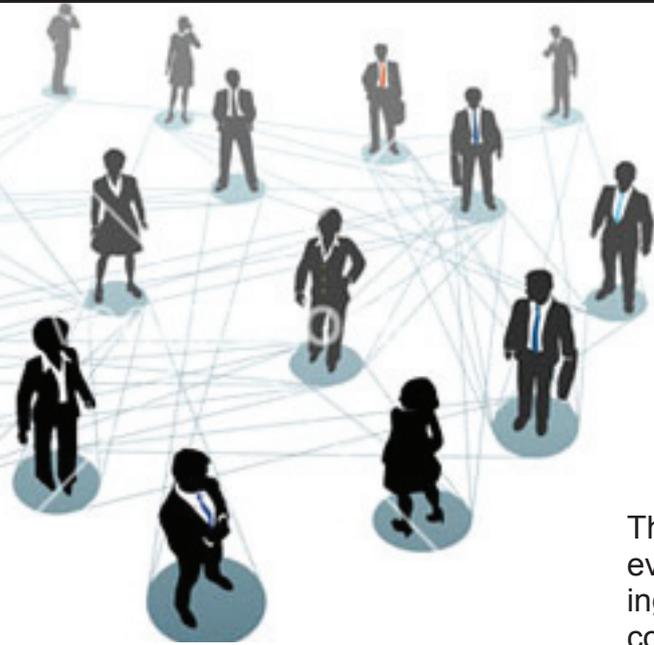
Recruitment Process Automation

Whitepaper

Vid Cruiter



Overcoming the talent challenge
in BPO and Outsourcing



1. Industry Overview

The BPO and outsourcing industries have grown and evolved tremendously over the last two decades. Emerging as a strategy for organisations to reduce costs so they could focus on core areas of the business outsourcing is now viewed as a strategic tool to bring about innovation and business transformation.

As the industry has grown and diversified to meet the ongoing demands of the market, the recruitment needs and requirements of the industry have changed.

- The BPO sector experiences a very high attrition rate compared to other industries
- BPO providers frequently need to hire a large number of people in a short timeframe for a particular project. Only 3% of people screened for a BPO position get hired. It's a very expensive exercise for such a low yield.
- Considerable resources need to be allocated, on an ongoing basis, to the recruitment process. This is to ensure a sufficient supply of quality talent is available.
- Traditional recruitment methods are not flexible nor scale easily.

2. The talent challenge

Talent acquisition and management is the single most important challenge facing the BPO services industry. As the industry grows and the BPO and outsourcing value proposition shifts from cost-reduction to innovation and strategic outcomes, the pressure to improve recruitment processes and capabilities mount.



Manish Sharma, Senior Managing Director for Accenture BPO Global Delivery, “...the most important challenge for the BPO industry will be people - recruiting, motivating, recognising, rewarding, and developing talent will be the overriding challenge for the BPO industry. People are the only sustainable, long-term source of competitive advantage - for providers as well as buyers.”

High attrition

Typically, the attrition rate for BPO providers can be high, it ranges between 30% and 60 %, particularly in popular BPO locations such as Manila or Bangalore, where providers are competing with each other for a limited and ever diminishing pool of quality talent with business grade English skills.

This means that BPO providers need to constantly invest considerable resources in the recruitment process which includes advertising for, screening and assessing potential candidates to ensure their contact centres and back office operations are sufficiently staffed to meet their KPIs.

Incredibly only 3% of people screened for a BPO position get hired. It's a very expensive exercise for such a low yield.

Time wasters

The following scenario is common when it comes to BPO recruitment: 30 – 40 candidates have been lined up to be interviewed the following week. Each candidate is sent a reminder by SMS or email. Yet half of those candidates, for a variety of reasons, fail to turn up for the interview.

Spending resources on lining up candidates



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who don't turn up to an interview is an utter waste of time and money.

Current techniques not scalable

Most recruitment solutions and procedures BPOs have in place, do not offer much scalability. In fact, to fill 10 positions can be more difficult as a single task, than five separate projects to fill two positions each.

One only has to look at the flower market that has four peaks a year: Valentine's Day, Mothers' Day, Christmas and Easter. In order to handle the bursts of activity, BPO service providers have to ramp up with hundreds of additional workers, with all that entails in recruitment, training and deployment etc. It's a very costly exercise for a very short window.

3. Recruitment Process Automation

The traditional way of recruiting is about to fade away as it's too labour intensive, which means it's too expensive.

Robotic Process Automation (RPA) aims to reduce costs, improve efficiency and productivity by removing repetitive and manually intensive tasks. As a result organisations are able to respond quickly to new markets and regulatory demands.

RPA is expected to have a significant impact on the outsourcing and BPO industries in the next few years as BPO providers and their customer look at further ways to reduce costs and improve profitability.

A fast growing segment is **Recruitment Process Automation** and it's going to dramatically change the way that recruitment is done.

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4. How VidCruiter helps BPO providers meet the challenges

VidCruiter is a fully automated recruitment system that leverages the power of video and cloud computing to screen and assess potential candidates.



VidCruiter offers BPO and outsourcing providers the following benefits:

Reduced costs: Having a streamlined, automated system means resources are not wasted on unproductive activities. VidCruiter can reduce costs by over 75% all while delivering better applicants more quickly and more efficiently.

Flexibility and scalability: Whether you are filling 10 or 50 positions and need to process 100 to a 1000 potential candidates most of the workload can be automated by the Vidcruiter platform. The system allows one or 10,000 people to be interviewed simultaneously

Reduce time to hire: Recruiting new talent is an expensive and time-consuming process. From posting jobs to putting hundreds of candidates through screening, the hiring process is labour intensive.

So regardless of the number of candidates who apply for a position the VidCruiter system can handle the initial screening and assessment.

VidCruiter has appointed FooBooOnLine.com as its specialist BPO reseller and further information concerning sales enquiries or demonstrations can be directed in the first instance to Peter Springett pspringett@fooboonline.com or call +61 (0) 416 212 199