



DELIVERING A SCALABLE SOLUTION FOR VOLUME SEASONAL RECRUITMENT

HIGHLIGHTS

- Geographical footprint surpasses the competition
- Reduced cost through technology automation
- “One Allegis” support for Surge Campaigns

CLIENT OVERVIEW

Our client is the world’s largest lawn care company. Established in 1973, they now serve more than 3.4 million residential and commercial customers across the US, from more than 250 branches through the country. Our client’s team is made up of certified and licensed specialists, scientists, agronomists, each committed to delivering outstanding service to their customers.

CHALLENGE

Our client was looking to select a nationwide RPO partner to support their high volume, seasonal recruitment requirements (15,000 hires per annum). Hiring could often be volatile, and their internal department were often unable to meet with the surge in demand during recruitment spikes. They required a truly scalable solution.

Our client also wanted to select a partner who could drive candidate and hiring manager satisfaction with a consistent recruitment experience across 250+ branch offices. Finally, they needed a partner who could locally align technology with their global processes.

SOLUTION

The Allegis Global Solutions’ (AGS) solution was made up of three core elements:

- Innovative recruitment technology - AGS Intellect
- SURGE team support – The Power of “One Allegis”
- Client specific sourcing strategies

The technology solution allows candidates to be engaged, screened and, if qualified, shortlisted for interview all within a 90 second process. This saves both the recruiter and the candidate significant time, whilst delivering increased candidate engagement and process automation through text-driven interactions.

Innovative Recruitment Technology

AGS provided a technology solution to create quality interactions with candidates, and drive volume hiring. With our revolutionary approach to recruitment, we were able to weave technology and human interactions together to supercharge recruitment for our client.

Using the AGS Intellect framework, the technologies delivered were:

- **CRM Marketing Platform** – SmashFly
- **AGS Connected Proprietary Database** – Over 30M+ candidate profiles
- **AI Recruitment Assistant** – Olivia, by Paradox AI

By introducing innovative recruitment technology to support our recruiters, we were able to deliver efficiencies to the recruitment program, and ultimately deliver a cost efficient pricing model.

Using the AGS Intellect framework, our solution and technology partnerships allowed for 70% automation of the engagement, screening, and interview scheduling process.

Now our client not only has a modern, scalable solution, but also has access to careers site management, job distribution, and modern candidate relationship management. Their recruitment capabilities can flex and scale with their future recruitment strategies beyond what their ATS currently provides.

Surge Team Support - “One Allegis”

Part of the AGS solution was to leverage the scale and power of our parent company, Allegis Group.

Comprising over 20,000 employees and operating seamlessly as one entity, Allegis Group is able to work together to support our client’s seasonal spikes in demand. This demonstrates extreme scalability in action.

Our “One Allegis” strategy provides a significant and unique differentiator for AGS, being part of one of the largest recruitment organizations in the world. Moreover, the scale and power of “One Allegis” allows our client to realize their own competitive advantage, as they benefit from reduced costs, faster time-to-hire, and, ultimately, gains in market share and expanded client portfolios.

The AGS program team worked collaboratively with **MarketSource**, our sister operating company, to deliver surge team support. MarketSource specializes in delivering month-to-month scalability to meet volatile hiring demands, and has significant local presence in our client’s markets. No other organizations were able to manage the spikes in hiring they required.

MarketSource provides:

- Insight on local markets
- Client contingent role fulfillment
- Vertical expertise

Our client needed 4,000 people in just three months. A team of 40 MarketSource recruiters, managed by AGS, and over 50 AGS recruiters delivered against this goal. They were able to achieve the **highest number of weekly starts our client has ever had with 830 roles filled in week one**, allowing our client to increase their own performance and profitability.

In addition, through the power of our technology stack, we were able to schedule **11,000 interviews for our client in just one week**.

Client Sourcing Strategies

AGS sourcing strategies were also supported by:

- AGS Recruitment Delivery Center (RDC) Network
- AGS IGNITE Sourcing

AGS sourcing specialists are dedicated to proactively identifying, engaging, and screening of passive candidates, as well as screening of inbound, active candidates. Located in our RDC sourcing hubs, they have access to the latest sourcing tools and techniques to support our customer programs.

Our sourcing specialist teams are supported by our Research and Insights Center of Excellence, who provide support with our client’s sourcing strategy, which has included:

- Promoting existing employees on their website
- Talent and supply demand analysis
- Grassroots sourcing
- Networking and cold calling in the local markets
- Reaching out to current and former employee networks
- Reaching out to local church and Salvation Army networks to solicit referrals and engage the local communities

RESULTS

With a fresh, unique approach, and with monitoring of effectiveness through technology, we now have great pipelines across the US for our client.

AGS was selected by our client as they needed a grassroots-capable hiring team. The “One Allegis” family of companies was able to deliver the scalability and flexibility needed, all from under one roof.



ABOUT ALLEGIS GLOBAL SOLUTIONS



Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide.