

EXTENDING AN MSP SERVICE TO SUPPORT RPO REQUIREMENTS

How Guidant Global helped a client save costs whilst implementing an additional staffing project.

BACKGROUND

A major international airport required a new team of 'Innovation Catalysts' to support an expansion project. The cohort would focus on a new runway development whilst overseeing projects aimed at generating efficiency across functions within the airport. As the airport's trusted Managed Service Provider (MSP) with collaborative stakeholder relationships already developed, Guidant Global was uniquely placed to deliver this new project.

OUR SOLUTION

Guidant's team worked closely with the client to determine key criteria for successful candidates to help create a campaign theme that would engage the target audience, whether they were active or passive job seekers. Shortlisted candidates were invited to the next stage of the recruitment process – gamification. An assessment game was used to assess candidates' abilities in problem solving, information processing style, decision making and capabilities to cope under pressure – positioning the client as an innovative employer to candidates.

300

Over 300 applications were received for the four roles.



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The client significantly saved costs using Guidant's recruitment process.

"The marketing and advertising team really got what we were trying to do, coming up with 4 great campaign options and designing exceptional creative content." – Hiring Manager