

## IHC Delivers a Staffing Pipeline for a National Property and Casualty Insurer

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RECRUITMENT PROCESS  
OUTSOURCING



### Background

The client is a leading insurer that offers auto, home, life and other insurance products to customers through more than 40 branch offices across the U.S.

### The Business Challenge

The client is enjoying steady annual policyholder growth in the competitive U.S. auto, home and life insurance market. To support growing sales while maintaining its well-earned reputation for excellent customer service, the company required a pipeline of talented candidates for inbound sales representative positions in one of its national customer contact centers. The client's hiring goal was approximately 70 sales representatives.

The client could have chosen to handle the recruiting function in-house, but recognized that establishing a recruiting process would require a significant investment in facilities, people and technology, and would be time consuming to ramp up. The client company understood that outsourcing the recruitment process to a staffing service provider could deliver the benefit of lower costs and a faster turnaround time while generating a staffing pipeline of quality sales representative candidates with the necessary skill set. It turned to Integrated Human Capital for a solution.

## IHC's Recruitment Process Outsourcing Solution

IHC's recruitment process outsourcing (RPO) solution takes care of the bulk of the up-front work required for creating a pipeline of qualified candidates for employment.

In this case, the client developed a job description for contact center agents who would perform sales and customer service functions. Upon building a profile of the client's company and open positions, IHC's recruiting team developed a recruitment and candidate screening strategy to identify candidates with precise skills, experience, and fit to successfully fill a position. To begin, IHC referred to its internal database of candidates with similar skills sets and used its creative recruitment marketing strategies to promote the availability of the positions. Within just a few days (and to the client's delight), IHC had established a solid pipeline of highly qualified applicants for the contact center.



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Through its customized screening process, IHC evaluated candidates for qualifications such as PC skills, sales experience, interpersonal communication skills, and professional telephone manner.

As a result of this process, IHC selected the best qualified candidates for the client to interview and select for immediate hire.

## Results

IHC successfully met the client's requirement for a pipeline of qualified sales candidates to staff its contact center. Upon designing a customized client and job profile, IHC promptly got to work hosting hiring events and using other recruitment channels to quickly assemble and deliver a pool of outstanding candidates in time to meet the client's schedule for onboarding and training.

IHC effectively used an employee referral program to attract strong talent that were well-qualified for a sales position and an optimal fit for the client's work environment and corporate culture.

Thanks to IHC's recruitment process outsourcing solution and its customized process, the client met its timeline for staffing the contact center. IHC's RPO solution helped the client manage its talent acquisition costs while delivering a pool of qualified candidates for sales representative positions. As a result, the client successfully filled 100 percent of its open jobs within a short timeframe and retained 92 percent of the sales representatives placed by IHC, while maintaining its award-winning reputation for customer service excellence.

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## About IHC

Integrated Human Capital delivers fast, flexible and innovative staffing solutions to companies of all sizes in the United States and Mexico, from Fortune 500 companies to small and large enterprises.

IHC is a proud minority and woman-owned company, founded in Texas in 2002 by CEO Rosa Santana to serve the unique needs of the cross-border market. Today, IHC has expanded its footprint across 14 domestic states and 10 states in Mexico. IHC's team of recruiting and workforce professionals have a combined 209 years of experience in the staffing industry.

We have successfully placed thousands of talented workers with companies across all industries in the United States and Mexico.

