

SUCCESS STORY

Duracell

Geographic Reach and Sourcing Innovation Supports Volume Hiring of Mid- and Senior-Level Positions

Business Issue

A global project supporting Proctor & Gamble's divestiture of Duracell, the world's #1 battery company to Berkshire Hathaway, a U.S. multi-national conglomerate of holding companies. ManpowerGroup Solutions was tasked with supporting the Proctor & Gamble talent team with 400 permanent vacancies throughout the globe over a 10-week period. The vacancies were middle and senior management roles within sales, marketing and finance.

All roles were advertised and managed via the client's technology platform, Taleo. ManpowerGroup Solutions was required to attract and screen candidates and subsequently submit a shortlist for each role for a final face-to-face interview with a Duracell representative.

Solution

ManpowerGroup Solutions deployed a dedicated UK-based team of 14 people to this project, consisting of 4 team leaders and 10 specialist sourcing consultants, with each team leader having responsibility for a cluster of countries. Our team was responsible for attracting and reviewing applicants on Taleo as well as telephone screening and submitting candidates to hiring managers and Duracell's talent team. The ManpowerGroup Solutions' Center of Recruitment Excellence (CORE) team in Poland supported the project with long-listing activities. Four dedicated resource consultants supported in attracting candidates using advertising and social networking channels such as LinkedIn and Monster.

Attraction methodology: Due to the seniority of candidates required for some of the roles, traditional methods of attraction such as online advertising were insufficient. The specialist sourcing consultants utilized their extensive knowledge of deep sourcing via social network channel searching to attract and engage passive candidates to the roles; resulting in more than 85% of candidates applying via this route.

The team conducted over 1,500 telephone screens in 10 weeks and submitted over 750 candidates for review with an average of 6 candidates per role.



Results

The EMEA team supported over 130 vacancies throughout 19 countries (Belgium, Czech Republic, France, Germany, Hungary, Israel, Italy, Kazakhstan, Latvia, Netherlands, Nigeria, Poland, Russia, South Africa, Spain, Switzerland, Turkey, UAE and UK). Key outputs included:

- » The Centre of Recruitment Excellence (CORE) team in Poland actively sourced for
- » 54 vacancies, submitting 62 CVs via long listing; 45% of the CVs sourced were short-listed to telephone screening by the specialist recruiters.
- » The team conducted over 1,500 telephone screens.
- » Over 750 candidates were submitted to hiring managers for review with an average of 6 candidates per role (exceeding the 3 CVs per role SLA)
- » Throughout the project, 100% of CVs were submitted within the 10-day SLA framework