



# RPO ASIA

## RECRUITMENT PROCESS OUTSOURCING

Hudson RPO Asia is proud to be the winner of a number of industry rated awards including:

HRO Today's Baker's Dozen List, 2010

Winner, HR Management Achievement Gold Award of China HR Management Grand Award 2008/2009 (CEHRA)

**HRO** Today's Baker's Dozen  
Customer Satisfaction Ratings  
**RPO PROVIDERS**  
*2010 Winner*

Hudson | RPO

# TRANSFORMING ORGANISATIONAL PERFORMANCE THROUGH INNOVATIVE RECRUITMENT MODELS



Hudson RPO (Recruitment Process Outsourcing) solutions are designed around each client's specific requirements. We customise services to provide exactly what you need from:

- Initial job requisition and specification development
- Employer branding
- Sourcing strategies
- Selection methodologies
- On boarding of new hires

Hudson RPO solutions are built upon smart process analysis and design, a broad range of sourcing channels and validated assessment and selection methodologies. Many companies are turning to outsourcing recruitment and talent management processes as they have seen the benefits of better quality of hire, improved retention, reduced time to fill, improved administrative processes and management reporting on key business metrics. Customer adoption rates for these services continue to grow rapidly as they bring significant cost savings and efficient work processes, resulting in improvements in the speed and quality of their recruitment operations as well as strengthening their ability to retain and grow talent.



## LEVERAGING HUDSON GLOBAL BEST PRACTICE AND LOCAL CAPABILITY

With Hudson RPO you gain access to the established resources, database and infrastructure of a highly specialised and dedicated recruitment and talent management group, so recruitment programmes are undertaken quickly and effectively. The Hudson RPO team has the scalability and flexibility to manage the inevitable peaks and troughs in the recruitment cycle proactively. Accurate management reporting ensures enhanced insight into your workforce needs and transparency on your company's total recruitment spend. Hudson RPO delivers the necessary experience, skills, tools and technologies to establish your recruitment process as a strategic talent pipeline model.

Companies use Hudson RPO for:

- Ongoing general recruitment needs
- Company start-ups
- Major projects
- New product launches
- Strategic expansion
- Graduate recruitment programmes
- Assessment and Development Centres

### INTELLIGENT USE OF TECHNOLOGY

A central technology platform enables all Hudson RPO solutions to provide functionality for your corporate career site in areas such as job requisition and approvals, candidate applications, screening questionnaires and management reporting and analysis. The platform enables an exclusive database of potential candidates to be developed for your ongoing use.

Hudson RPO believes that an open systems approach provides maximum flexibility. We have partnered with several leading third party providers to offer a range of options for our clients' technology platforms so you can integrate the recruitment functionality with your own systems and maintain control.

# CASE STUDY – GLOBAL TECHNOLOGY ADVISORY CLIENT

## THE CLIENT

Our client is the world's leading information technology research and advisory company, partnering with IT leaders, telecom and professional services firms, and technology investors worldwide. The company employs 4,000 associates across 75 countries.

## THE CHALLENGE

In 2005, our client was looking to enter new markets strategically around the world and expand its presence in existing locations. The success of the expansion depended on high-quality new hires, an efficient recruitment process and cost reduction.

## THE SOLUTION

Upon entering into a partnership, Hudson implemented a global recruitment process outsourcing RPO programme which focused on metrics driven reporting, cost reductions and high quality hires. Hudson placed recruiters and administrators onsite with the client in Stamford, Connecticut, Fort Myers, Florida, London, Paris, Frankfurt, Belgium, Singapore, Mumbai and Sydney and supplemented these recruiters with our worldwide Hudson network. In each region, Hudson RPO tailored recruitment solutions for local markets, leveraging their existing Applicant Tracking System.

## THE RESULTS

More than 2,000 hires were completed in a two and half year period in 27 geographies across all functional areas. By 2007, our client had achieved their goals of a best in class recruitment model, a rapid expansion in key global markets, and measurable cost reductions together with key SLA improvements. In 2007 they converted 95% of the Hudson RPO team to employees. Hudson RPO continues to be a recruitment partner.

# CASE STUDY – TEKTRONIX

## THE CLIENT

A world leader in test measurement, monitoring and innovation. Whenever you view a web site, click a mouse, make a cell phone call or switch on a TV, you are using its products.

## THE CHALLENGE

In an acutely candidate-short market, the company faced severe challenges in recruiting for its manufacturing and sales division in Shanghai.

## THE SOLUTION

Hudson RPO provided an onsite team to streamline the company's recruitment functions and maximise its ability to attract and source specialist employees directly from the local market. The Hudson RPO team was responsible for delivering 30 - 40 multi-category open job requisitions on a monthly basis through direct to market strategies, as well as managing a panel of preferred vendors.

## THE RESULTS

Placement of more than 70 hires in six months, significantly reducing the backlog of unfilled positions. Critical senior positions were filled in a short time frame and 60% of hires were achieved through direct to market recruitment strategies.

“ I cannot tell you how much I have appreciated the partnership with Hudson RPO over the last 12 months. This has been considered very valuable by Tektronix and I would consider Hudson RPO a strong partner of choice. ”

Treasure Bailey, Vice President,  
Human Resources, Tektronix

# CASE STUDY –

## ESTABLISHING A REGIONAL HEADQUARTERS

## FINANCIAL SERVICES CLIENT SINGAPORE

### THE CLIENT

Originally a regional Forex provider, this European bank is now one of the world's largest and most respected financial institutions. As part of its rapid global expansion, the bank established an Asian business hub in Singapore.

### THE CHALLENGE

The bank needed a recruitment partner to provide an integrated solution for setting up its organisation in Singapore, capable of supporting an aggressive growth strategy. The key challenges were:

- Building the bank's employer brand, well known in Europe, in a new market with a low level of brand awareness
- Recruiting a large number of employees across multiple job functions quickly – in an increasingly skill-short market and in competition with established high profile banks
- Using effective attraction and selection methodologies to recruit employees aligned with the organisation's vision and culture
- Ensuring the same level of organisational capability and success in Singapore as in the bank's other markets

### THE SOLUTION

The bank selected Hudson RPO for its ability to provide an end-to-end solution, from employment branding through selection methodologies to on-boarding for each of its business units.

Hudson RPO recruited the bank's sales group through an online and print media sourcing campaign and assessment centre selection methodology. Designed



by Hudson's organisational psychologists, this methodology incorporated a customised assessment process involving group and phone simulations, structured interviews and sophisticated personality and ability based psychometric instruments. Management level and specialist roles across the Finance, Technology and Banking & Marketing practices were effectively delivered through a search and advertised selection methodology, leveraging Hudson's extensive candidate database and industry networks.

### THE RESULTS

#### Efficiency

Sales group recruited within a four week time-frame, with 97% acceptance of offers.

95% of management and specialist level roles recruited within a four week time-frame.

#### Quality

Quality of candidates hired ranking on average within the 80<sup>th</sup> percentile of the equivalent industry norm group.

#### Savings

70% of recruitment direct from market.

# CASE STUDY – NALCO

## THE CLIENT

Chicago-based Nalco ([www.nalco.com](http://www.nalco.com)), a member of the Dow Jones Sustainability World Index, is the world's leading water treatment and process improvement company. Employing more than 11,500 people in 130 countries – and supported by a comprehensive network of manufacturing facilities, sales offices and research centers – Nalco helps its customers reduce energy, water and other natural resource consumption; enhance air quality; minimise environmental releases and improve productivity.

## THE CHALLENGE

Early in 2008, Nalco identified the need to establish a clear global recruitment strategy designed to attract highly qualified candidates to their organisation. A key Nalco growth tactic is to target opportunities in various parts of the world under its BRIC+ strategy, focusing on Brazil, Russia, India, China and other key areas including the Middle East, Caspian Sea and West Africa. Hiring new employees, especially sales engineers and researchers, in those regions is critical to supporting that growth plan. In order to support this effort, Nalco sought to establish a global recruitment partner and circulated a request for information to four major industry players.

## THE SOLUTION

Given the early-stage development of Nalco's recruitment function in international markets at that time, Hudson RPO proposed two possible solutions:

- A master contractor/managed vendor model with oversight of core suppliers
- A recruitment process outsourcing arrangement

Hudson's RPO solution included a dedicated, on-site delivery team to manage a complete life-cycle recruitment process including global account management, sourcing, technology design and workflow, change management, reporting mechanisms, vendor management and global service levels. The solution also provided a customised turnkey solution which can be converted to Nalco as their recruitment infrastructure and businesses matured in the various markets.

Nalco ultimately chose the Hudson RPO route for four key reasons:

- Building a consistent, quality recruitment process and supporting policies
- Generating a rich pipeline of talent
- Geographic diversity
- Greatest return on investment

Soon after Hudson RPO was engaged, however, the global recession hit, presenting a combination of challenges and opportunities for Nalco. The decision was made to launch an aggressive productivity program that focused on improved efficiency, providing savings that allowed Nalco to shift the company's employee base, reducing headcount in some regions while adding in its targeted BRIC+ growth areas.

## THE RESULTS

Aside from supporting the hiring needs within growth markets, one of the key elements of the solution was to build a multi-tiered sourcing strategy with a focus on direct sourcing. As part of this strategy, Nalco's average time to hire dropped 52 percent across all regions with the RPO model within the first 18 months of the engagement. For 2009, that period shrank to just 38 days, resulting in significant cost savings to the corporation. Additionally, 95 percent of all professional-level hires (approximately 450) during 2009 were exclusively sourced and placed by Hudson RPO. Nalco saved an additional \$1.8 million by not having to rely on other outside agencies to find and hire talent.

Nalco has successfully insourced the turnkey solution for Europe, continues as an outsourced RPO in Asia Pacific, and is now partnering with Hudson RPO to implement the outsourced solution in Latin America.

“ We feel that Hudson's partnership in executing our Global Recruitment strategy over the past few years has been invaluable. We have effectively moved to a centralised, consistent and cost-effective model providing greater ability to attract the right candidates to Nalco globally.”

Karen Murphy, Director of Talent Management, Nalco



## ASSESSING ABILITY AND MOTIVATION

**HUDSON TALENT MANAGEMENT** assessment methodologies are designed to evaluate employees' motivation and capacity to perform in both their current positions and possible future roles. These can include:

- Competency based interviewing
- Simulation exercises (in-trays, role-plays, presentations and group discussions)
- Personality and ability testing

Accurate matching of candidates and positions ensures a significant reduction in employee turnover and increased engagement and productivity. Hudson employs highly qualified and experienced organisational psychologists to utilise empirically validated models in combination with their own expertise to meet the particular needs of each organisation's values and culture. Our solutions achieve more than reduced cost per hire; when used as part of the hiring process, they can decrease the time it takes to screen candidates and increase the likelihood of successful hires.

## DELIVERING VALUE

In short, Hudson RPO can significantly improve the value and quality of your recruitment and talent development process, while freeing up your management and HR team to focus on strategic development initiatives and core business.

Hudson RPO has an enviable track record in Asia. We are:

- NASDAQ-listed
- ISO-certified
- Sarbanes-Oxley-compliant

We are recognised as an industry leader in the provision of recruitment and talent management solutions globally and locally with offices in the region's key business centres.

We deliver outsourced services to client sites in China, Hong Kong, India and Singapore including regional solutions spanning Asia. These services are delivered by experienced multi-lingual local consultants who have access to Hudson's established networks, and databases to provide unparalleled candidate reach in order to secure the right person for the job as quickly and efficiently as possible. You can consolidate recruitment spend with a single-source outsourcing provider, meeting critical deadlines with the best quality hires, while accruing direct and indirect cost savings through improved retention and engagement.

## CONTACT US

To explore how Hudson RPO can add value to the growth and development of your workforce, please visit [hudson.com](http://hudson.com) / [hudsonrpo.com](http://hudsonrpo.com).

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## HUDSON

Hudson is a leading provider of permanent recruitment, contract professionals and talent management services worldwide. From single placements to total outsourced solutions, Hudson helps clients achieve greater organisational performance by assessing, recruiting, developing and engaging the best and brightest people for their businesses. The company employs more than 2,000 professionals serving clients and candidates in approximately 20 countries.