

Case Study: Randstad Sourceright

Headquarters: Amsterdam, Netherlands

Industry: Recruiting & Talent Acquisition, Recruitment Process Outsourcing (RPO), Managed Service Programs (MSP)

Client: Honeywell International

Client Employees: 129,000



The Speed of Text

When Honeywell needed to fill a large number of sales positions quickly, they asked Randstad Sourceright's team to create a strategy to find the right talent. "We didn't have enough sourcers to align with each and every position, so we needed to find a way to exceed the performance of past campaigns," explains Courtney Archer, Talent Sourcing Manager at Randstad Sourceright.

Courtney's team had relied on traditional communication to source and recruit for Honeywell's sales team in the past, so they proposed TextRecruit as a solution to increase candidate engagement and meet those lofty performance goals. "Email was slow and ineffective. InMail messages never got noticed. Cold calls rubbed candidates the wrong way. Text messaging had always worked best, but was unmanageable until we discovered TextRecruit," says Courtney.

Text messaging delivered in a big way and the sales campaign was a huge success. "The result was a 2.5x increase in our clickthrough rates with most candidate responses taking less than 15 minutes," remarks Courtney, "TextRecruit helped us reach candidates quickly, have great 1-to-1 conversations, and turn them around into hires more efficiently than we could have imagined."

2.5 

INCREASE IN
CLICKTHROUGH
RATES

15.0 

MINUTES OR LESS
RESPONSE TIME



Watchmakers & Purple Squirrels

Randstad Sourceright's team at Honeywell was also regularly challenged with skilled labor campaigns for specialized positions like watchmakers, machinists and plumbers. "These types of experts rarely check their email and voicemail, and when they do they tend to skip right past the flood of messages from recruiters," explains Courtney.

After the success they saw with the Sales campaign, Courtney's team decided to try text messaging with these types of niche candidates. "TextRecruit helped us cut through the noise, contact specialized labor while they were on the job, and get a 50% response rate, which was huge for us," recalls Courtney, "One watchmaker actually texted back a photo of the work they were doing and we scheduled the interview for that very day."

Looking Under the Hood

In addition to sourcing and recruiting, Randstad Sourceright is responsible for creating an excellent client experience. "We are regularly using metrics like 'Time to Submit Successful Candidates' to measure our performance and presenting updates on our work to Honeywell," says Courtney.

When searching through email and phone logs, and copying information, you run the risk of spending more time on data analysis than recruiting and sourcing. Courtney's team avoided this problem by leaning on TextRecruit. "Our team loves to using the dashboard and analytics to assist in our presentations to the client because it make reporting on performance so easy."

Randstad took their reporting a step further by setting up microsites for business units like their Aerospace division to track conversions and candidate quality. "While we were using TextRecruit to engage candidates, we found that 89% of our microsite visitors continued on to the actual job postings and application pages. We were clearly engaging the right candidates, sending the right messages and giving them a great experience as well," recalls Courtney.

The future of text messaging for sourcing, recruiting and staffing looks bright according to Randstad Sourceright. "Text messaging is all about meeting candidates in a way that is easy for them, and it won't be long before email is as relevant as running job ads in the newspaper. When it comes to communicating with talent you need to stay ahead of the pack and TextRecruit is the next step."



"When it comes to recruiting and staffing, the Randstad Sourceright team at Honeywell has a lot on their plate – high-volume sales recruitment, extended campaigns for skilled labor, and the daily delivery of an excellent client experience. They knew texting was more efficient than email and phone calls for candidate communication, so when they discovered an enterprise-level solution like TextRecruit they jumped on it. The results have been stellar with a 2.5x increase in candidate replies, the majority of responses coming in under 15 minutes, and a very happy client."

