



Hiring quality candidates with RPO

Boyd Corporation, a diverse manufacturing company headquartered in California with over 20 locations around the globe, creates integrated engineered materials and thermal management solutions for its clients. As a large, growing organization, recruitment has been an ongoing and demanding challenge for its onsite HR team. Hear from Joey Barrett, talent acquisition leader, why Boyd Corporation chose to partner with ADP® for Recruitment Process Outsourcing (RPO) and ADP Recruiting Management to optimize their recruitment efforts, save time and hire better candidates.

In-house recruiting challenges

When I joined Boyd, our recruiting was primarily done by our onsite HR team, which consisted of posting jobs and hoping people applied. Successful recruiting takes a lot of time and effort, and because our HR team is focused on so many different areas, it takes away from other HR strategic initiatives. To do any proactive recruitment, we had to engage with local recruitment firms, which was very expensive and not a long-term, sustainable solution.

Choosing ADP RPO

There were a few aspects that went into the decision of choosing ADP over other providers. The comprehensiveness of the overall package that ADP was able to offer was a big factor in the final decision. ADP Workforce Now was our existing HRIS, so having a recruiting system that worked seamlessly with that tool was one, and having an alignment between our RPO partner and our applicant tracking system was another. The ability to build a strong career site and deliver on Boyd's employer branding initiatives were other factors we were excited about. I've really enjoyed rolling out the RPO model and our partnership with ADP.

Joey Barrett
Talent Acquisition
Leader



Quick facts

-  **Company:** Boyd Corporation
-  **Headquarters:** Pleasanton, California
-  **Industry:** Manufacturing
-  **Employees:** 4,500
-  **Product:** ADP RPO®, ADP Recruiting Management, ADP Workforce Now®

Learn more about Boyd Corporation
at boydcorp.com



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Implementation

We had a simultaneous implementation for RPO and ADP Recruiting Management, which was very helpful because they really operate hand in hand. It was a very seamless process from the start of implementation to go-live, and the ADP implementation team walked us through every step of the way.

The ADP team did a great job of working with us to identify our requirements and build out the process map accordingly. The project plan was very detailed and kept us focused. We worked together toward each milestone and met our commitments throughout. There were no hiccups through the entire implementation process and go-live was on-time, streamlined and seamless. Training was rolled out to help the HR and manager communities understand what changes were being made, and a very detailed change management plan associated with that.

Becoming more strategic

We partnered with ADP to become more strategic, and we now have resources to look at the overall talent market. When we have positions open up, we have access to answers for questions like, where do we find these people? Is our pay structure in line with what the market is telling us? What's the scarcity of talent for this particular position? Do we need to target specific competitors, or can we just go out to general job boards and look for folks out there? It's really given us strategic direction to better identify and recruit talent from what we have been able to do in the past.

Employer branding enhancements

The brand activation team has been incredible. The career site we had previously was very limited in its capability, and it wasn't visually appealing. The brand activation team helped us design and create a new site, which is much more attractive, functional and has drawn significantly more traffic than our previous site.

In addition to that, we've executed multiple branding campaigns specifically around Facebook. The brand activation team has helped by taking our existing brand elements, designing the campaigns and pushing them out through various channels. That has driven a lot of traffic not only to our specific job openings, but to our career site in general. Lastly, they've helped us develop a talent community so that we can continue to build that pipeline of candidates for Boyd Corporation. They've helped with candidate attraction and selling the Boyd employer brand to the market.

ADP Recruiting Management

ADP Recruiting Management is one of the more intuitive systems that I have used in my career, so I've actually enjoyed working within the system.

ADP Recruiting Management is easy to use and very straightforward. The technology was implemented alongside RPO, enabling the process to be designed and the system configured to what worked best for Boyd.

On average, RPO saves the site HR folks at least eight hours a week; they've been able to better focus their time on the important parts of the hiring process.

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Talent Acquisition Leader



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Our focus was to make it as simple for the candidates and recruiters as possible. The user experience is great and moving candidates from one step to the next is simple, intuitive and fast.

As we've matured, changes have been made where necessary. For example, we found that candidates would fall out of the application process because it was too cumbersome, and they didn't want to take the time to do it. In working with ADP to redesign the process, many of the application steps were held until the offer stage. Candidates are highly motivated at this point, and we found that they were more willing to complete all necessary paperwork. It helped us get more candidates into the system at the frontend, reduce fallout and simplify the process for candidates as they were going through each of the steps.

Seamless integration

Before we brought on ADP RPO and ADP Recruiting Management, we didn't have recruiters supporting the account or an applicant tracking system that was fully integrated. Essentially, we could post our positions and people could apply, but it was a dead end from there. There was no capability or direct interaction with our HRIS to seamlessly feed those candidates through the hiring process.

ADP Recruiting Management has really streamlined our entire recruitment process. Now, candidates apply through ADP Recruiting Management and go through the entire process, including drug and background screening. Once we hire them, they seamlessly move over to ADP Workforce Now. It's a very seamless, integrated system that has really made our lives much easier and reduced the amount of manual work.

Return on investment

We've seen much more consistent results using RPO. There has been a significant increase in recruiting passive candidates — who are typically the stronger candidates — versus just posting and selecting from whomever applies. We've also seen a strong partnership between our HR team, our hiring managers and the ADP recruiters that are supporting our account. Now that we're a year in, we've made pretty good progress and have filled quite a few roles that we would have had to pay an outside recruiter anywhere from a 20 to 25 percent fee in order to find those candidates.

Without RPO, I would probably have to hire two to three direct recruiters at minimum to fulfill our staffing requirements. As we continue to grow, which we expect to do, that number will probably double in the next couple of years.

ADP RPO saves our site HR folks at least eight hours a week on average, which is pretty significant when you break out their time commitments and what their responsibilities entail. Now that they have this time back, they're able to focus on other initiatives such as process improvements, metrics, driving employee engagement and partnering with our operations leadership to roll out lean manufacturing initiatives.

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On recommending ADP

I would recommend ADP because of the partnership. For any outsourced recruiting model to be successful, you have to have a good partnership, and that goes both ways. My experience in that regard with ADP has been outstanding, and I think that's why we've been successful up to this point.

Plus, working with RPO and using ADP Recruiting Management brings me peace of mind. I now have a high level of confidence in our system that it's going to work correctly and help make for a much better candidate experience, which is really the most important thing throughout the hiring process.

#workingfor

I'm working for the ability to help people develop within their careers. Thinking about what the next step is and what they need in order to get there and continue to grow ... it's just exciting for me to work with people in that regard and have a hand in them being successful within their career.

3:1
interview-to-hire ratio

\$125,000
saved in agency fees
using ADP's Platinum
recruiting solution



Increased Facebook
advertising likes by 20%

Job advertising for
eight campaigns reach
353,000
potential candidates



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