

When Employment Services Giant Manpower Needed Technology For a New Permanent Placement Service, It Chose SonicRecruit

Manpower knows a thing or two about finding and hiring great employees. With more than 4.4 million associates placed annually in permanent, temporary and contract positions, this Fortune 500 employment services juggernaut is known mostly for its temporary and contract employment placement. However, the reality is that 40% of its annual placements are hired permanently by its clients.

So when Manpower decided to build on that success, it created “Permanent Placement,” a new service dedicated solely to filling permanent positions.

Manpower required heavyweight technology to support such an undertaking. It would need a recruiting system that was flexible enough to grow as its business processes evolved, and as its fast growing team was put into place. It would need a robust system that could handle thousands of accounts and hundreds of open positions monthly.

It would also need the ability to implement both a centrally and regionally managed system to be used by consultants across the country, and allow for referring of candidates by consultants across all regions. Finally, powerful reporting was required to be able to refine the business and ensure that the hundreds of permanent placement consultants were effectively placing top talent with their clients.

Manpower chose Cytiva’s SonicRecruit talent acquisition system.

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System Selection

Barbara Hammerberg, Manpower’s Director of Permanent Placement Operations, was part of a team designated to select the technology that would become the backbone of this new service. “One of the key pieces of the puzzle for Manpower’s Permanent Placement team was implementing a software system that would provide full cycle support for our rapidly growing number of Permanent Placement Consultants throughout the U.S.,” said Hammerberg. And the term “rapidly growing” was no understatement.

From the time SonicRecruit was selected in March of 2006 to the time it went live, the Manpower Permanent Placement team had nearly tripled. All would need to access SonicRecruit to post ads, and manage and place candidates for their clients.

SonicRecruit Flexibility

With the rapid growth of Permanent Placement, the idea of getting locked into a system that could not easily change and adapt with the growth of the service was a deal killer. “The Manpower Permanent Placement team had a fairly involved process



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for evaluating systems,” said Hammerberg. “We looked at three other competitive products, back to back, and SonicRecruit was clearly the leading tool.”

The Manpower Permanent Placement team was pleased with SonicRecruit’s comprehensive search capability and its ease of use. Ultimately SonicRecruit was selected because it had the flexibility to support Manpower’s specific requirements.

SonicRecruit Multi-Location Management

SonicRecruit is no stranger to supporting high volume, multi-location environments in the corporate recruiting world, with clients like Pilot Travel Centers, RealMex Restaurants and Restoration Hardware. That strength translated nicely to Manpower’s staffing needs.

“We were especially pleased with SonicRecruit’s ability to allow our many recruiters to collaborate using a shared candidate database,” said Hammerberg. This allowed Permanent Placement consultants serving different regional accounts, to share and cross-refer candidates, maximizing their candidate database to provide higher value to their clients.

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The system also allowed Manpower to gain key insights into the effectiveness of its recruiting efforts through centralized management of the Permanent Placement team.

“Branch managers run reports to monitor activity, evaluate performance and build forecasts,” said Hammerberg. “In fact, the reports included with SonicRecruit allowed us to manage our processes in ways we never even considered.”

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SonicRecruit Ease-of Use

SonicRecruit has long been known as one of the most logical and user-friendly recruiting systems out there. From the beginning, Hammerberg was impressed with how easy-to-use and intuitive SonicRecruit was. In the year since selecting SonicRecruit the number of users has grown well into the hundreds. Supporting this kind of user growth would be impossible with a clunky, hard to navigate system. “As new users are brought in, the training time is minimal because the application is so intuitive,” said Hammerberg.

SonicRecruit integrates with Manpower’s Lotus Notes email and calendaring system, and Permanent Placement consultants use it as an effective candidate relationship management and communication tool.

Seamlessly integrated posting to Monster.com and CareerBuilder, combined with SonicRecruit’s ability to accept candidate’s applications directly to the SonicRecruit database was another big plus for Hammerberg and her team.

SonicRecruit Dedicated Service

“Service was a constant during the implementation phase and beyond,” said Hammerberg. “I talked to my account manager more than I talked to my husband for a while there.” Though the implementation requirements were complex, SonicRecruit’s ease-of-configuration and dedicated account manager had Manpower up and running in less than 90 days.



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“The service and support team were great,” recalls Hammerberg. “Even in the throes of roll-out, and during two weeks of twice-daily user training sessions, the SonicRecruit client services team was always upbeat and high energy.”

SonicRecruit “Increased Our Ability to Grow”

Manpower’s Permanent Placement service has been an unqualified success for the industry-leading employment services firm. Hammerberg is also quick to point out that Permanent Placement’s success with SonicRecruit did not go unnoticed within Manpower. Based on SonicRecruit’s flexibility and success in meeting the needs of Permanent Placement, Manpower’s Vendor Operations Group has chosen SonicRecruit for its business.

“SonicRecruit has changed the way we do business in the Permanent Placement world,” said Hammerberg. “It’s improved our processes and increased our ability to grow and serve customers.”

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About Manpower

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable their clients to win in the changing world of work. Manpower offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower’s worldwide network of our 4,400 offices in 73 countries and territories enables the company to meet the needs of its 400,000 clients

per year, including small and medium size enterprises in all industry sectors, as well as the world’s largest multinational corporations. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. For more information, visit <http://www.us.manpower.com>.

About Cytiva Software Inc.

Cytiva Software Inc. (CRX:TSX.V) provides innovative recruiting software and services to mid-sized and Fortune 500 companies. More than an application, its flagship talent acquisition product, SonicRecruit, allows corporations to screen applicants, automate their recruiting departments, customize their corporate career sites and hire great people. SonicRecruit goes beyond core applicant tracking capability, providing onboarding, hourly and enterprise solutions. For more information, visit <http://www.sonicrecruit.com>.