



## RAPID SCALE HIRING

HOW TO DO RAPID-SCALE HIRING (AND STAFFING SHIFTS UP AND DOWN) RIGHT



*A Conectys made Whitepaper*



## SHOULD HIRING BE FAST, OR SLOWER?

This is an interesting question, and obviously it varies by what an organization is trying to do. In times where growth or scale are needed, it benefits an organization to hire faster, and to have some ability to scale-up and scale down with vendors and partners they work with. For example, some brands sell a lot near the holidays (November/December), and thus need more customer experience staffing then, as opposed to in June. If you work with an external partner, you want that flexibility to work fast and with high numbers of headcount (FTE) at certain parts of the year, while working slower at other parts.

Now, the flip side is something Malcolm Gladwell has argued: [hiring processes should be more tortoise and less hare](#), meaning they should move slower and attempt to get as much information about the candidates as possible to make informed decisions. That works for some roles, without question -- it's more common for knowledge work roles done in an office -- but it doesn't support rapid scale, and slowing down your hiring process can also create analysis paralysis, where a candidate is coming in for six+ interviews, all of which are very similar.

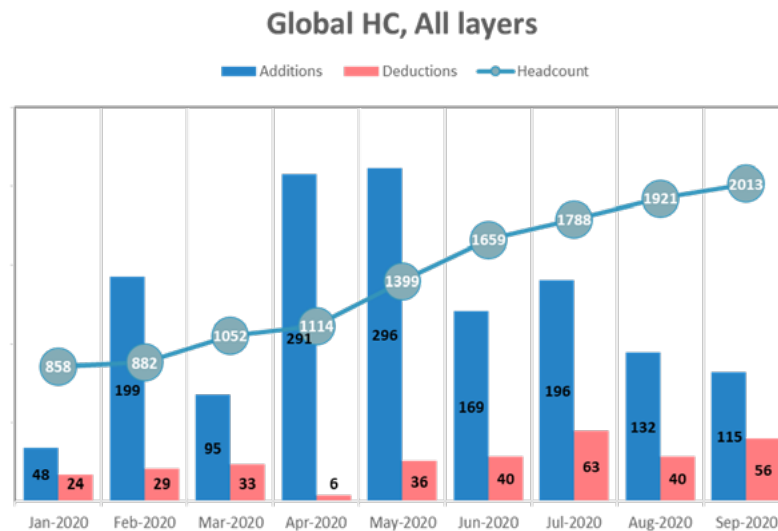
In general, at Conectys, we work with brands that need rapid-scale hiring, and need the up/down seasonal flexibility. In fact, we wanted to highlight one such client relationship as an example of how you can hire very quickly when the company is in growth mode, using an external partner (in this case, us).

## THE BACKGROUND

The client was a global leader in social media platform engagement, available in 155 countries and 75 languages overall. 83% of all users have posted at least once, and the user base grows annually roughly 5x. We were brought in on content moderation capabilities that have expanded to five sites, 15 languages, and over 1,800 moderators:



Headcount growth among Conectys agents has scaled rapidly with this client:



From January 2020 to September 2020, we went from 858 headcount associated with account to 2,013, for a growth of 135%.

#### HOW DID WE RECRUIT AT-SCALE FOR SUCH A HIGH-GROWTH CLIENT?

**First step:** We work with 15 local agencies and 30 job boards across the globe. This pipeline allows us to add between 350-700 headcount per month when necessary. Conectys prides itself on flexibility with clients, which is normally displayed in terms of seasonal demand. But when a client is high-growth such as this client, we can grow upwards for a long period of time as well.

**Next:** We have 25 in-house sourcers and talent acquisition (TA) specialists, plus a flex force of 20 talent acquisition specialists that we can use during aggressive ramp-ups or seasonal demand increases. The flex force is managed by six local TA managers.

**The tech:** We entered into a partnership with UiPath and our digital transformation team built RPA bots on UiPath back-ends, and those bots were [able to become a major internal talent acquisition tool for us](#), allowing us to process thousands of additional resumes and CVs.

**Logistics and process:** Recruitment manuals and processes are globally-designed, but locally-customized, which allows for a homogenous approach to quality and delivery across the world.

**Specific searches and targeting:** In 2020, we began with a standardized Assessment Center for this client, which screens in only the talent that matches certain client needs and competency models. This allows us to move faster on top talent, and retain them significantly longer.

*How fast is fast? Our median time to hire on this account for moderators was about 5.1 days, with an expert hiring timeline of 4.1 days.*

## BONUS: A FOCUS ON WELL-BEING

The client had a deep focus on well-being of moderators, a common trend of late, and we developed this model to support that need:



We gamified the moderator process on this account, creating a “Guardians of the Internet” style competition that showed content moderators how important their role was to this company, what they needed to do successfully, and encouraged contribution of best practices to a knowledge bank for future moderator learning.

During an account that existed largely in COVID lockdown, the gamification aspect kept moderators engaged and mentally healthy in a period where social interaction was lacking for many of us.

## IT CAN BE DONE

There are lots of narratives right now about people “not wanting to work” in various economies because of government benefits tied to the pandemic. In reality, many people do want to work, but they want good opportunities when they are completing that work. It is possible to find these people quickly, and at-scale, to help a brand with rapid-growth hiring -- that can scale up and scale down as needed. One such roadmap is above. If you’d like to talk to us about how we could create a similar roadmap for your organization, please reach out.



Contact us at [sales@conectys.com](mailto:sales@conectys.com)

Or learn more from our [Blog](#).

