

PROVIDING LABOR MARKET ANALYSIS FOR A GLOBAL LEADER IN THE SOLAR INDUSTRY

Competition is high and talent is limited, creating a significant decline in the ratio of job seekers to available jobs. Our client trusted in 360 Talent Avenue to provide a powerful solution.



AT A GLANCE

COMPANY

Market leader in reliable energy solutions for homeowners and businesses

360 TALENT AVENUE

Talent acquisition advisory

ABOUT THE CLIENT

This leading global solar company is a provider of photovoltaic solar energy generation systems and battery products.



"I have worked closely with 360 Talent Avenue in two different organizations. They are a sharp, deeply knowledgeable, and solutions-focused talent acquisition team who operates with a sense of urgency. 360 has delivered truly impressive results in both quickly scaling large organizations as well as swiftly building a high performing recruiting organization in a mid-sized company from the ground up. I highly recommend 360 Talent Avenue."

Jason Zink,

Director Regional Operations, SunPower

OBJECTIVE

To attract and hire qualified skilled trades candidates in a highly constrained labor market environment.

CHALLENGE

The skilled trades industries are growing at unprecedented rates. This declining ratio of job seekers to available jobs makes finding available talent instrumentally harder. Identifying the way you'll deliver content to an active or passive job seeker is now more important than ever before.

Our client needed support with:

- Hiring for multiple positions, all with specific skilled trade experience requirements in a limited geographic location
- Decreasing leadership investment in interview time

SOLUTIONS

Our detailed analysis included:

- Researched market, position, competition and job seeker behavior
- Implemented strategies based on all research, built to target and connect with qualified regional top talent that matched our client's specific job requirements
- Automated a simple, but effective pre-screen process affording reinvestment of time in the behavioral/skills matching interview

OUTCOME

The 360 Talent Avenue team delivered the following results:

- **Decreased overall Hiring Manager interviewing time by 39%**
- **Increased Hiring Manager offer approval rate by 5%**
- **Increased candidate offer acceptance rate by 27%**
- **Increased quantity of hires by 10%**