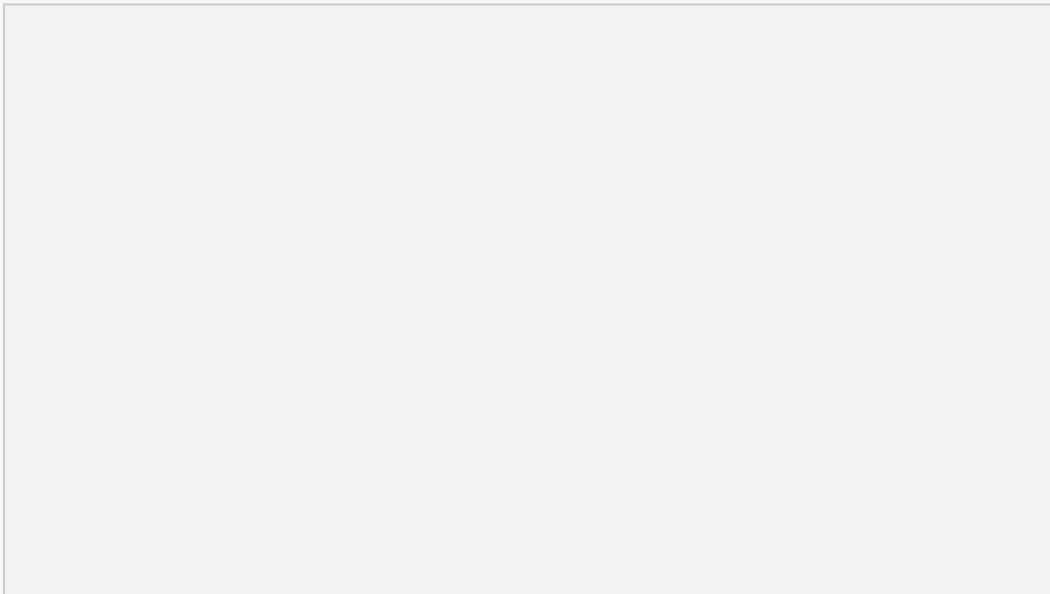


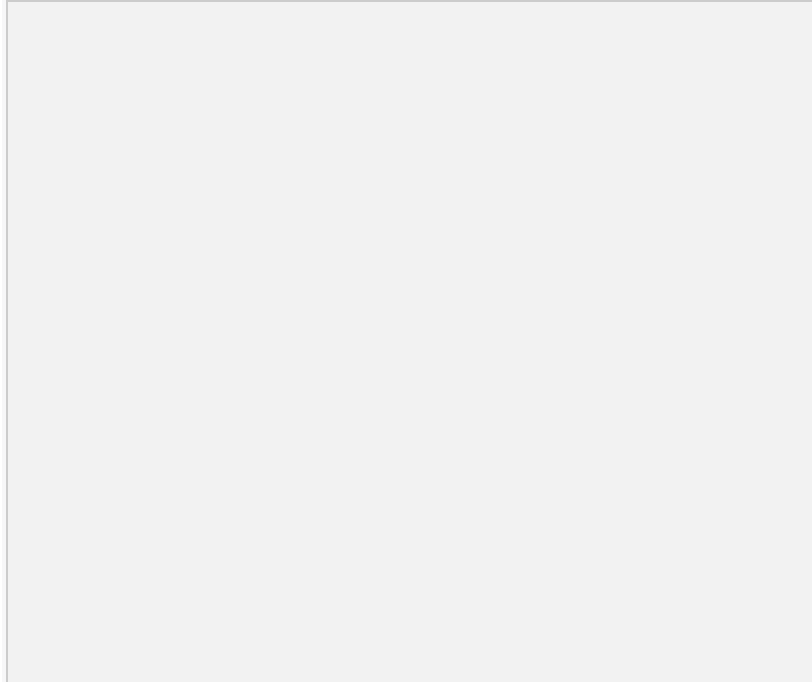
CASE STUDY:

How 360 Talent Avenue Increased Interview Show Rate and Offer Rate by 25% for a Large-Scale Client

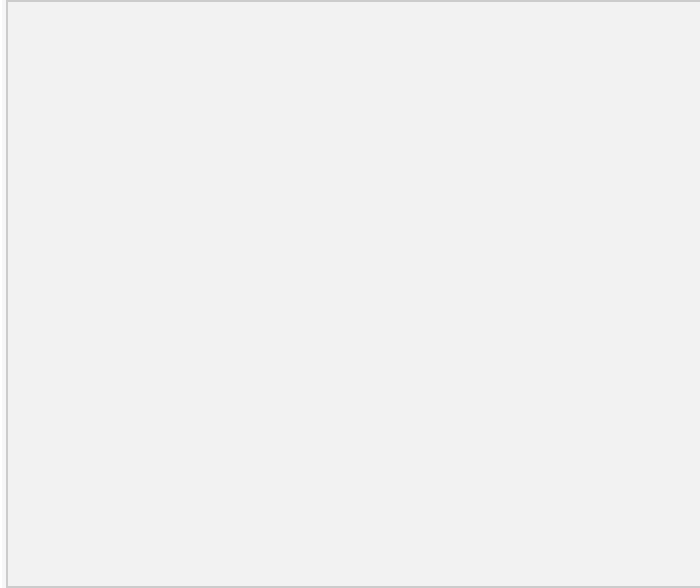
Recruitment Process Outsourcing (RPO) is a service that helps businesses improve their hiring process. At 360 Talent Avenue, our RPO solution allows us to manage all aspects of the recruiting process, from sourcing candidates to conducting interviews to making offers. This can free up internal recruiters to focus on other tasks, and it can also help businesses improve their hiring metrics, such as interview show rate and offer rate.



In this case study, we analyze data collected from 360 Talent Avenue for one of our large-scale clients over a specific period to provide insight into the potential benefits of partnering with an RPO to improve the interview show rate and offer rate. We found that this client experienced a significant improvement in both of these metrics. **The interview show rate increased by 26%, and the offer rate increased by 25%.**



The study reveals a clear correlation between the interview show rate and the increased offer rate when partnering with 360 Talent Avenue as an RPO. Prior to the 360 Talent Avenue program, the organization conducted an average of 100 interviews per month and extended an average of 40 offers per month. The interview show rate was 66.8%, and the offer rate was 43.6%. The month of January 2023 is in line with these averages and was also the launch month for the program. **After implementing changes to the recruitment process, the average interview show rate increased to 83.7%, leading to a subsequent offer rate increase to 54.7%.**



The show rate increased due to 360 Talent Avenue recruiters taking extra measures to confirm interviews and taking a more intentional approach.

- **Confirming interviews:** 360 Talent Avenue recruiters reached out to candidates multiple times to confirm their interviews, even if they had already confirmed once. This showed candidates that 360 was serious about the interview and that they were a valuable candidate.
- **Enhancing the employer branding:** 360 worked closely with our client on strategic employer branding efforts, to ensure the client was actively and accurately communicating their values, culture, and opportunities, in order to attract candidates who were genuinely interested in the company.
- **Understanding candidate motivations:** 360 recruiters took the time to understand the candidate's motivations for wanting the job and why they were a good fit for the role. This helped candidates feel more confident in their candidacy and more excited about the interview process.
- **Setting realistic expectations:** 360 recruiters provided a clear overview of the interview process and let candidates know what to expect throughout the process. This helped candidates feel more prepared for the interview and less stressed about the unknown.

The offer rate increased due to the 360 recruiters supporting an improved relationship between the hiring managers and the candidates. This allowed them to be more receptive and trusting of each other.

360 Talent Avenue

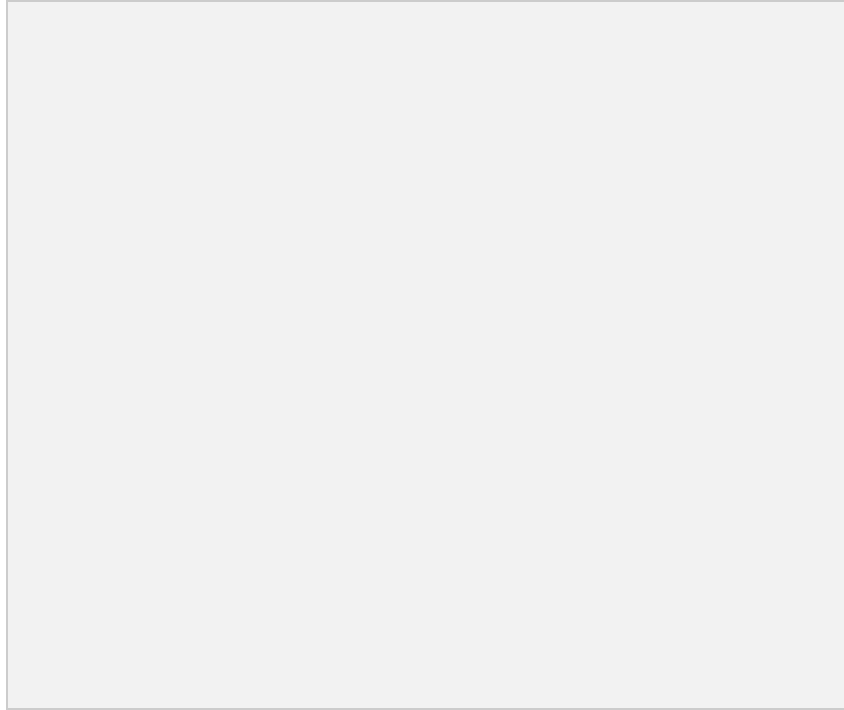
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- **Creating trust with hiring managers:** 360 Talent Avenue recruiters built strong relationships with hiring managers by being responsive, reliable, and transparent. This made hiring managers more likely to trust 360's recommendations and to make offers to candidates that 360 presented.
- **Building strong relationships with candidates:** 360 recruiters built strong relationships with candidates by being empathetic, understanding, and supportive. Additionally, 360 is focused on providing a positive candidate experience at each point in the hiring process. 360 recruiters follow up after each step and aim to never leave a candidate in the dark. This made candidates more likely to trust 360's advice and to accept offers that 360 presented.

In addition to the above, 360 Talent Avenue also used a variety of other strategies to improve the show rate and offer rate, including:

- Working with hiring managers at the launch of the search to conduct thorough market research to ensure the compensation structure is competitive and in line with the job description, craft compelling job ads and design a hiring process that is efficient and effective.
- Using a variety of channels to source candidates, including recruiter networks, the 360 talent database, online job boards, social media, and employee referrals.
- Conducting in-depth screening interviews to identify the best candidates for each role.
- Providing personalized coaching and support to candidates throughout the hiring process.
- Building relationships with hiring managers to understand their needs and priorities.

As a result of these strategies, 360 Talent Avenue was able to achieve significant improvements in the show rate and offer rate for our client. The client filled their open positions more quickly and efficiently, and it also helped them to hire top talent.



For a deeper dive on this case study please visit our website:

<https://360talentavenue.com/interview-show-rate-and-increased-offer-rate/>

360 Talent Avenue helps businesses transform their recruiting process through innovative, data-driven talent acquisition solutions that empower them to hire swiftly and efficiently. The 360 solution suite offers comprehensive RPO for high-volume hiring, specialized search for unique, hard-to-fill positions, and recruitment consulting for a more tailored approach. With 360, businesses can truly hire better.

