

angela mortimer

The Next Generation of Recruitment Outsourcing

On Tuesday 15th March, John Mortimer delivered the first of a series of presentations providing a solution to the poor standards currently being delivered in the Recruitment Process Outsourcing (RPO) market. What's now common place and accepted by SMEs is seriously destroying the reputation of quality-focused recruiters and has been doing so for the last 30 years. This also led to a public announcement that the **Angela Mortimer group have sacked a prominent RPO organisation.**



What we are saying is nothing new, simply defining what is already out there.

We are clear that the inaccessible SME market is uncomfortable with the RPO market.

We are clear that the RPO user is uncomfortable with the SME market.

John Mortimer

Guests ranged from HR representatives from varying industries which included Retail, Communications, Banking and IT. There were also guests working within the RPO industry present. During the talk, John Mortimer (co-founder and CEO of leading recruitment group, Angela Mortimer) addressed the current landscape of RPO services and provided an insight into the future of RPO models. He covered the growing, split divisions within the industry and a number of fundamental misunderstandings before presenting both independent research and research conducted by the Angela Mortimer Group. The presentation was followed by a discussion with questions from the audience.

Going forward, the Angela Mortimer Group will continue to uphold these policies in all areas of work;

1. To help clients find quality and appropriate people, in small numbers and in volume
2. To provide the industry with the training in needs to provide quality recruitment.

How do we know this is needed?

There is a growing body of research bringing to light the common issues and misconceptions in the RPO market. This is highlighted by the research that the Angela Mortimer group have conducted and backed up through independent cross industry findings.

Conversion Ratio's	AM via RPO	AM
Job Placement Ratio	5.6	1.8
CV's Presented/Placement	17.2	6.8

Analysis shows that Angela Mortimer have a market leading 1:1.8 job placement ratio, over 3 times better than the 1:5.6 compared to for when they through an RPO. The research also shows Angela Mortimer need to present a third less candidate CV's to get their candidates to interview.

Carter Morris – Survey Report 2014

- RPO's **fail to build relationships and fail to achieve** cultural matches with the business. This is when they are based on and off-site.
- RPO is seen as a service provider, **not a trusted business partner**.
- Not understanding of the business or company culture, expensive, **focussed on quantity over quality**, not establishing relationships with line managers.

What companies really think about RPO metrics and how they could be improved in the future. Produced by Futurestep, a Korn Ferry company and HRO Today Magazine.

- One of the most alarming results is the **low satisfaction score for sourcing**. This, as we have seen, is the only service every client uses and therefore represents the most basic element of any RPO. **If, as an RPO provider, you are failing to do an adequate job of sourcing candidates then you are failing as an RPO provider period.**

A recruitment process outsourcing relationship is only as good as the contract on which it is based. David Woods, July 27, 2010.

- **Despite the grandiose promises of the RPO providers, from a lawyer's perspective, it is extremely rare to find these backed up by meaningful terms and conditions in the RPO contract.**
- This is due in part to **intangible benefits such as best practice being difficult to measure and capture** in contractual form but mostly this is due to the inadequacies of **standard agreements that aim more at the protection of the supplier than representing the aims and aspirations of the customer.**
- The contract should ensure that the RPO provider focuses adequate resources on direct recruitment, **reducing agency fees and thus producing cost savings for the customer.**

We are currently supplying one of the leading hedge funds in the world. They are extremely conscious of their brand, how its represented externally and that partners understand their philosophy. They wanted a partnership that was led by intelligent people interacting and not by computers. To date the partnership is regarded as one of their best serving and is rapidly growing in size as they expand into new territories.

Davide Mele, Paris

Angela Mortimer International Director

It is clear that the current RPO model is one-sided, created by the RPO and designed to hide their weaknesses, this does not help build a partnership with the client or drive their quality recruitment forward. The RPO is simply focused on fast fulfilment of vacancies and reporting on simple to measure analytics.

When working with an RPO we are constantly battling with them, firstly to get a full understanding of the role they are looking to fill and then for a personal relationship for both the candidates we represent and the client we are supporting.

Mary Goodall, London
PA Search Director

Angela Mortimer Contract Work

- Rail Operator requiring 90 bilingual temps
 - Provided 1 weeks' notice to fill their call centre for short term project.
 - All temps consistently recalled, throughout life of project.
- Experience as exclusive supplier to a West Midlands Building Society
 - Managing roles of 40-70 customer service representatives.



Why Angela Mortimer
don't do contract hire
(the way the others do)

- **Global Hedge Fund:** Full RPO, service extended year on year.
- **Global TV Business:** Recruiting, vetting, payroll.
- **International Banking:** Recruiting and payroll.
- **Property company:** In 5 UK towns; recruiting, benchmarking.
- **Luxury goods:** 3 capitals; recruiting.
- **Welfare to work provider:** Payroll and vetting.
- **Well known Charity:** recruitment of street level fundraisers.

We have never walked away from a client before, but we have now sacked one RPO. We will stop working with more RPO's unless they provide the service and quality that we know works. This means that consultants need to be as good as ours and have the same desire to fill vacancies with quality, not just bodies. We will also ensure that we are paid in full, in a timely fashion and with respect.

In other words we are going to need absolute agreement from the RPO's that they are genuinely interested in the quality of the hire above all other considerations.

We were invited to assist in recruiting for an RPO struggling to fill roles internally, the client business had requested our presence on the supplier list but we were restricted as to when vacancies were released to us – this put unnecessary pressure on the client who were often made to wait for 2 weeks and more before the vacancy was released to us. Given the increased time pressures on the client we were still able to turn the shortlist around on the same day and had offers within a week. This was all so that the RPO could hit their internal hiring target. The client was not aware that we were not working on the positions. This significantly increases the pressure on the client and means they often don't get a hand over with the incumbent. The timescales become so tight that it also restricts the candidate pool for the client. Overall only the client suffers.

Verity Stokes, Birmingham
Katie Bard Director

Looking Ahead

Alongside our existing partnerships, we are now going to offer our full range of services to SME's who require a partner who can provide the following services

This announcement was publically made as a call to arms for the SME quality suppliers to have the courage of their convictions, as John Mortimer firmly believes that clients are fast moving towards a better quality product than what is available on the market today. With this taking place, he believes the SME market is ideally situated to take advantage of these services.

Services Offered

- Simple Vetting
- Payroll
- Full service recruiting
- Full reporting
- Training in house recruiters
- Engaging in house recruiters in our motivational practices
- Professional on site executive presence
- Strategic recruitment consultancy advice
- Legal advice
- Access to HR advice

If you would like more information on any of these services please contact the Angela Mortimer Contracts Division on 0207 287 7788.

For more information on Angela Mortimer Plc visit

www.angela-mortimer.com