

## Case Study

# WillHire's Direct Sourcing Enabled Siemens Healthineers Optimize Contingent Labor Spend by 10%



### About Siemens Healthineers

A leader in medical technology, Siemens Healthineers is constantly innovating its portfolio of products and services in its core areas of diagnostic and therapeutic imaging and in laboratory diagnostics and molecular medicine. Siemens Healthineers is also actively developing its digital health services and enterprise services.

US Headquarters: PA

Revenue: €4.14 billion

Number of employees: 45,000

### Challenges

#### #1

##### Talent Attraction

- ▶ Traditional staffing model was not yielding results
- ▶ Candidates preferred a full time position over a temp opportunity
- ▶ Reaching out to candidates was difficult as they do not carry mobile devices at work
- ▶ The shift duration for the demanding job categories were longer and hence reaching out to candidates was a challenge

#### #2

##### Screening

- ▶ Vetting candidates through agency recruiters was inefficient which resulted in high unqualified submissions

#### #3

##### Contingent Spend

- ▶ Cost-per-hire was higher than industry standard
- ▶ The higher time-to-hire resulted in reduced productivity caused by unfilled positions for longer duration.

"As Siemens Healthineers continues to adjust to the widening gap in finding qualified talent, we have turned to Compunnel as a means to recruit and retain a pool of talent to meet our growing contract staffing needs. We continue to expand this self sourcing platform and expect to increase it's use to grow our contract talent pools going forward. I would highly recommend you explore implementing this innovative tool as a means to attract, pipeline and pool your contract talent. It has been a game changer for the Siemens Healthineers contract labor program."



**Paul Petersen**

Director, Skills Management and Workforce Solutions, Siemens Healthineers

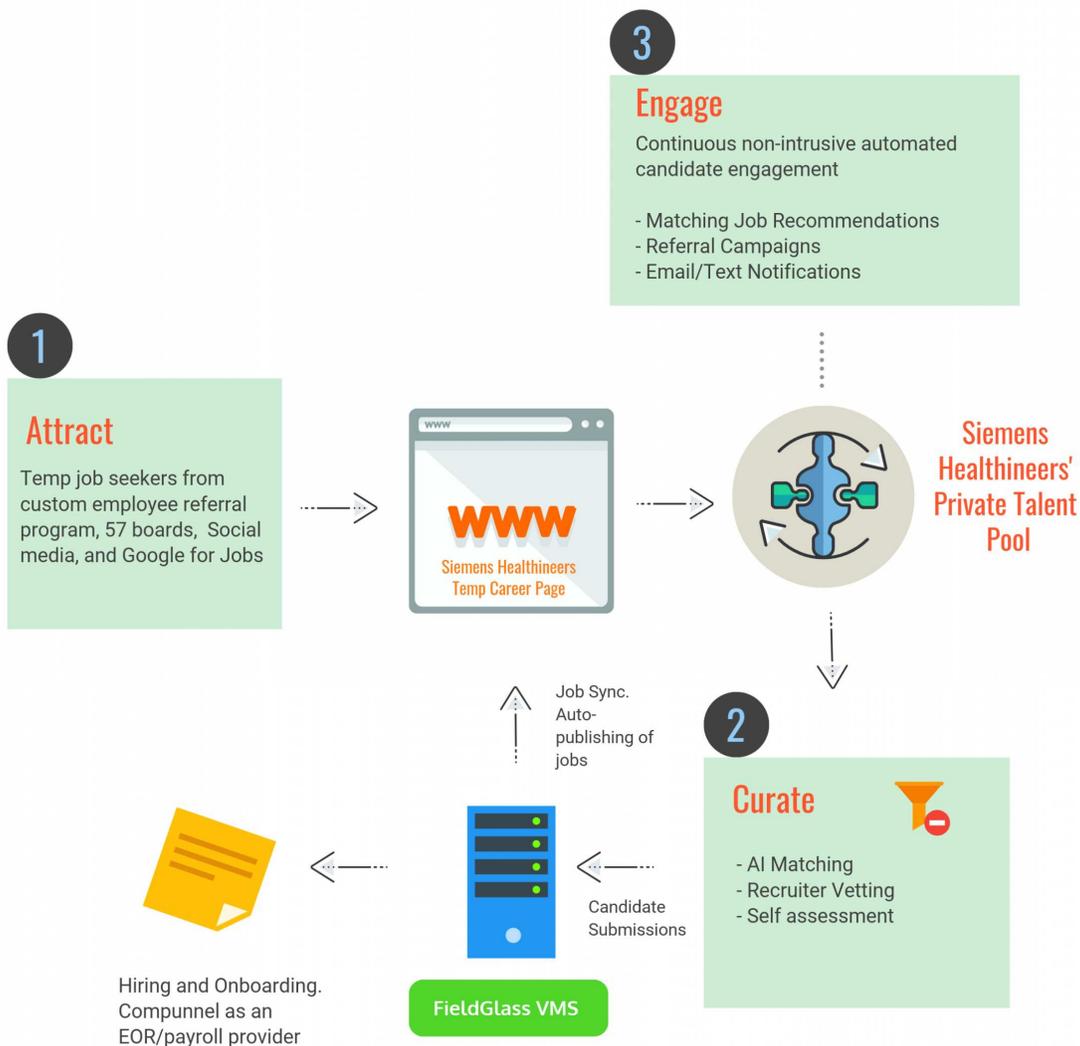
## Strategy and Solutions

### Attracting, Curating and Engaging Qualified Talent Through WillHire

WillHire direct sourcing solution created a coherent pathway for temp job seekers to find and apply for open contract jobs at Siemens Healthineers through diversified channels that include job boards, career pages with Siemens Healthineers' branding, and custom employee referral programs. All job seekers' information was vetted for quality and eligibility through multiple screening mechanisms that began with automated screening led by a machine-learning algorithm followed by online assessments to build a highly qualified private talent pool.

The most qualified profiles were submitted to FieldGlass VMS. All the candidates were engaged through Talent CRM automation for successful onboarding and re-engagement on subsequent assignments.

## WILLHIRE Direct Sourcing for Siemens Healthineers



## Solution Highlights



### Talent Attraction

- ▶ Launched employer branded careers pages which lists all open temp job requisitions from FieldGlass VMS.
- ▶ Integration with 57 job boards and organic channels like Google for Jobs and Indeed enabled direct job seeker traffic generation
- ▶ Channel partnership with niche sources like ASRT.org which hosts the largest group of radio technologists enabled to reach pre-qualified talent for the most needed roles to be filled faster



### Employee Referrals

- ▶ WillHire enabled launch of customized employee referral program which generated referrals from existing employees, contractors, alumni and retirees network
- ▶ One click contact import from address books enabled to scale referral requests at 10x
- ▶ Enabled reactive referrals with a user subscribed job alerts requesting referrals through email and text channels
- ▶ Our platform enabled heavily customized referral rewards, ability to track and keep the talent community engaged while removing the hassle of managing rewards



### Talent Curation

- ▶ AI matching technology enabled to derive MatchScore of a candidate against a job.
- ▶ A third party self-assessment video test enabled to further qualify the talent better.
- ▶ The most qualified candidate profiles were submitted to the VMS.



### Engagement & On-boarding

- ▶ The talent CRM function of the platform enabled continuous engagement of candidates (pre-hire and post-hire) to ensure on-boarding
- ▶ Digital onboarding process enabled onboarding of candidates faster.
- ▶ Compunnel acted as an EOR of the candidates hired and payrolled them as W2 employees eliminating any risks of coemployment without disruption to the existing program.

## Results



### Time-to-hire

The time-to-hire reduced by 32% with the ability to tap into the growing vetted talent pool and screening new candidates faster with AI and video assessment tools.



### Cost-per-hire

Reduced bill rates by 10% compared to traditional supplier programs leveraging talent referrals, online talent traction, machine & human based curation and enabling best candidate experience by augmenting the usage of employer brand.



### A Robust Private Talent Pool

A growing private talent pool with 2000+ vetted candidates owned exclusively by the customer. This potential talent pool is engaged through text/email combined with AI based talent CRM capabilities of WillHire.

Want to learn more about WillHire direct sourcing?

## Contact



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## About WillHire



WillHire is a Direct Sourcing platform enabling contingent programs to attract, curate and engage talent leveraging the modern-day talent acquisition technology to build and manage private talent pool at 10x right within existing VMS. WillHire is a product of Compunnel, a 25 year old talent management organization, which is recognized as one of the largest staffing firms in the US by Staffing Industry Analysts.

Website: [www.willhire.co](http://www.willhire.co)