



## CASE STUDY

How direct sourcing became the dominant strategy to rapidly engage & hire talent for a large scale project.

### Company Background

Our client, the UK's premier international airline, engaged with HireGenics to deliver on the sourcing and curation of candidates by using LiveHire's innovative direct sourcing technology. HireGenics and LiveHire leveraged their client's brand to attract and engage talent, delivering a consistent candidate experience and achieving rapid, volume hiring outcomes.

### Challenge

- ✓ Rapidly hire hundreds of candidates into call center roles without compromising candidate quality
- ✓ Reduce reliance on fragmented, reactive hiring process from existing suppliers that led to an inconsistent candidate experience
- ✓ Improve ability to deliver predictive sourcing, talent pooling and dynamic reporting capabilities.

### Results At A Glance



**16,000+**  
Candidates in 10  
distinct talent pools



**98%**  
Submission-to-  
interview ratio



**9 mins**  
Median Candidate  
Response Time via SMS\*



**47%**  
Candidate Response  
Rate\*

\* LiveHire Data, 2020-2022 in calendar days

“It's been great to work with such a focused, flexible team who deliver on the requirements and adapt swiftly without compromising on quality.”

– People Business Partner

### Solution

HireGenics and LiveHire leveraged their client's brand to attract and engage talent, delivering a consistent candidate experience and achieving rapid, volume hiring outcomes. LiveHire's unique system design, centered on the unified candidate profile, enabled recruiters to communicate with speed, with 47% of candidates responding within 9 minutes through 2-way SMS functionality. This made the hiring process much more efficient, with 1 in 2 candidates accepting an invitation to an open vacancy and a 98% submission-to-interview ratio.