



# KellyOCG:

A Commitment to Learning  
Through a Decade-  
Long Partnership with  
SocialTalent

socialtalent 

**Kelly** OCG

# Overview

## Kelly OCG

Industry: RPO

Solution: Recruiting

Company size: 1,500+

KellyOCG and SocialTalent have built a decade-long partnership that has created an effective culture of learning.

- Keen **leadership buy-in**, a focus on **relevant, digestible learning paths**, and **consistent recognition** has turned SocialTalent into an essential tool.
- Engagement is high with **95% active users** on the platform.
- Content has had hugely practical impacts on every role in the company.
- Access to up-to-date, quality TA content ensures that KellyOCG find, hire, and engage the best candidates for their clients.



# 400hrs

Of content consumed per month.



# 85%

Users report to have gained practical new skills.



# 95%

Active users



“SocialTalent has been instrumental in our journey. And to have achieved a decade-long partnership is testament to the quality of the product. **We trust in the learning, we enjoy the content, and we can see the difference it makes.**”



**Richard Bradley,**  
Officer VP - Business  
Leader Global RPO,  
KellyOCG

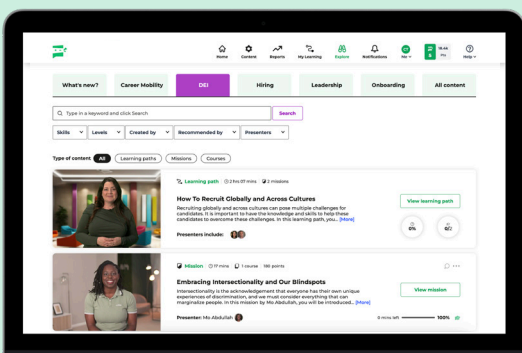
# Background

The KellyOCG / SocialTalent story started back in 2015. Looking to find sourcing training to give their RPO teams an edge in the market, KellyOCG initially scoped out only a few licences. But as appetite grew, and demand for more expert upskilling was needed, the relationship began to truly flourish.

As the years went on, the number of users rose consistently, and a realization bedded in – to remain competitive in the talent sphere, KellyOCG's employees, from recruiters and sourcers to team leads and managers, needed broader access to SocialTalent learning in order to find, hire, and engage the best candidates for their clients. And they needed a global solution to ensure consistency, quality, and up-to-date knowledge.

## Why SocialTalent?

Continuing growth was a huge factor in why KellyOCG chose SocialTalent as their learning provider. Going from a handful of licenses, expanding to their full EMEA team, and now global, they required a platform that could effortlessly scale alongside them. With a content library filled with some of the leading TA experts, a bite-size approach to L&D, access to detailed reports, and customizable learning paths, KellyOCG trusted that SocialTalent could be a huge difference-maker.



# Approach

Over the years SocialTalent has become interwoven in the culture of KellyOCG. But there are a few reasons which have made the learning platform such a successful, long-term investment.

### Leadership buy-in:

Right from day one, managers and senior leaders have all understood the importance of accountability and promotion. The top down support has ensured that all employees understand how important learning is and it even factors into performance reviews.

### Relevant learning paths:

Relevancy is crucial. Every person at KellyOCG has a learning path that relates directly to their role. It allows for skills to be developed and used, giving a level of instant practicality to the training.

### Consistently refreshing content:

Every year the company re-launches SocialTalent, edits learning paths to keep them fresh, and provides focus and engagement for users. It sets the tone and allows the learning to trickle down into each team structure.

### Recognition:

Call outs and kudos are commonplace at KellyOCG. Whether it's messages of congratulations from senior leaders or targeted swag for particular achievements, success in learning is noticed and encouraged. SocialTalent Stars of the Month are even recognized for hitting learning milestones!



“The biggest advantage I’ve seen with SocialTalent is the element of continuous learning. That ‘little-but-often’ approach. There’s a flexibility and a tenure to the learning also – **the more you do, the more you grow – and it follows along with you through your career.**”

**Rebecca Käppeler,**  
Director Operations  
RPO EMEA,  
KellyOCG



# Impact

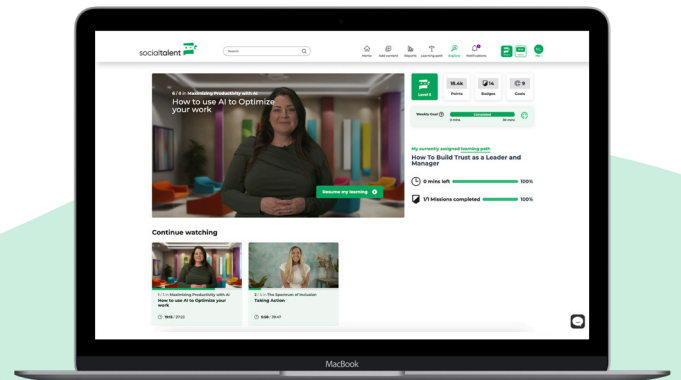
The learning culture at KellyOCG is one that lives and breathes. Integrating SocialTalent into this framework almost ten years ago has seen it become both an incredibly organic and strategic appendage for the company. Being able to provide development opportunities through the learning platform increases performance, retention, and engagement. Take a look at the data below:

- ✔ **Over 400 hours of content is consumed per month. This is 2x the industry average for companies of this size.**
- ✔ **91% of users have found SocialTalent is useful in supporting their development.**
- ✔ **85% believe they are gaining new skills they can use in their role.**
- ✔ **User feedback has also been stellar.**

Survey results show that SocialTalent has had a massively practical impact on each and every role. For example, one employee is quoted as saying:

**“After watching this course, I feel more confident in writing postings on LinkedIn. And I now understand why it’s so important to have an intake call with hiring managers and push for additional information about specific positions.”**

And the future continues to look bright as SocialTalent and KellyOCG have partnered again to recently launch an initiative aimed at recruiters and talent acquisition professionals, who are open to work, to help them improve their interviewing skills.



**“Working with KellyOCG has been a true partnership.** Throughout the years they have demonstrated a real culture of learning in the organization. Our feedback loop with key stakeholders has also helped influence how we work with others and some of the content we develop. The recent launch of the Interview Prep Initiative came from a relationship that has been years in the making.”



**James Coffey,**  
Senior Account Manager,  
SocialTalent

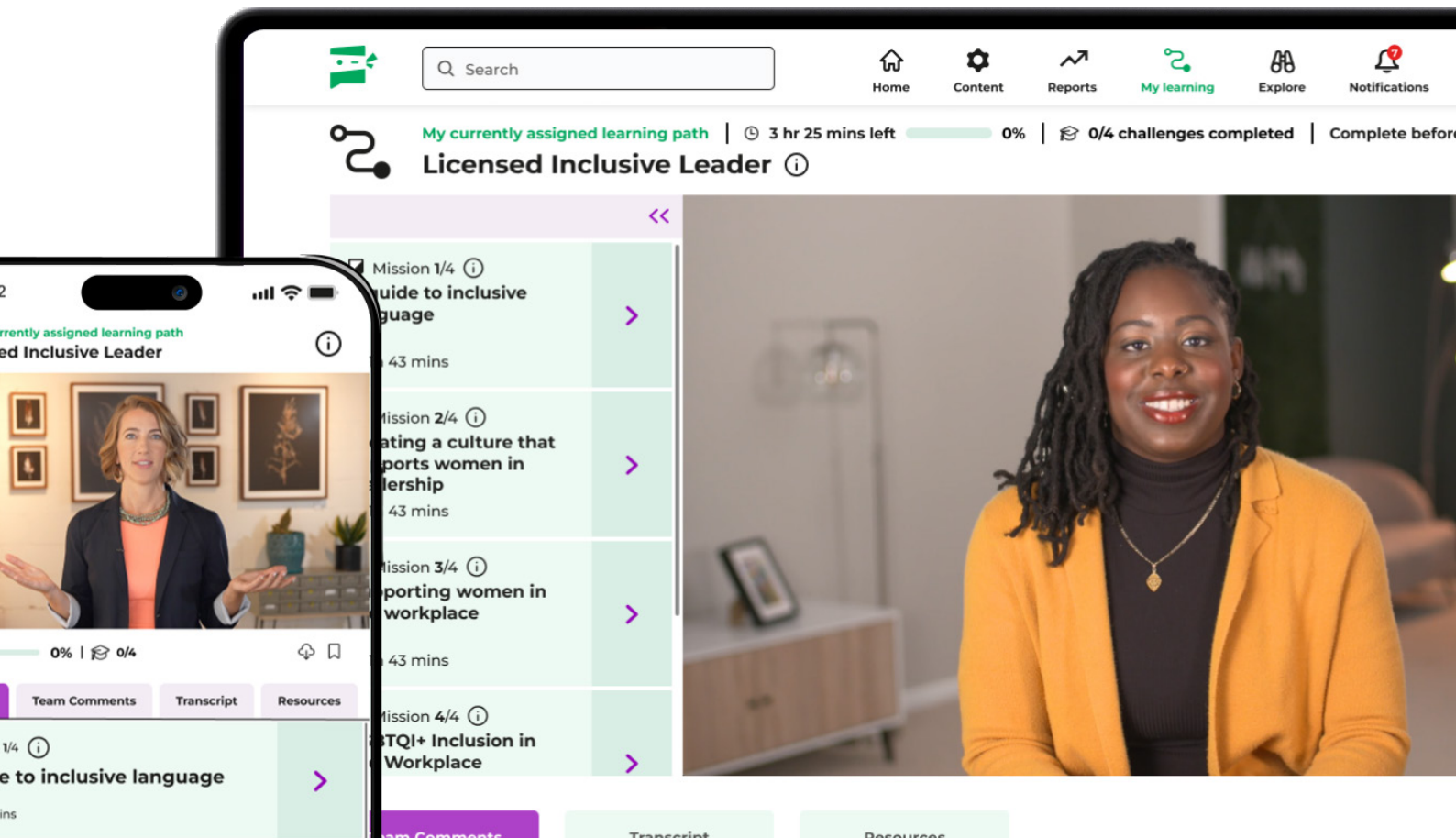
# About Us

# Kelly OCG

KellyOCG is the leading global advisor of talent supply chain strategies and workforce solutions. We're always thinking about what's next in the evolving world of work, aligning talent strategy to business goals and providing the right talent, one-on-one attention, and insights, so companies and careers thrive.

# socialtalent

SocialTalent is a market-leading learning platform for organizations that want to transform how they hire, lead, and engage top talent. Our mission is to build better workplaces by training organizations to hire, lead, and engage top talent.



For more details, please contact [sales@socialtalent.com](mailto:sales@socialtalent.com) or visit [www.socialtalent.com](http://www.socialtalent.com)

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