



A Flexible Approach to Learning:

How **Randstad Sourceright** Used SocialTalent to Elevate Their Talent Teams and Improve Time-to-Offer Rates by 31%

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Highlights

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Industry: Human Resources Services

Solution: Recruitment Solution

Company Size: 5,000 (approx)

Randstad Sourceright has partnered with SocialTalent to create a thriving learning culture that has truly elevated their approach to TA.

- A flexible learning solution with high-quality content was needed for their geographically dispersed talent teams.
- Leadership buy-in and a focus on relevancy and engagement characterized the SocialTalent roll-out.
- Users love the platform – activity and engagement remain consistently high, and feedback is hugely positive.
- The business has seen tangible business impacts in the form of increased speed, productivity, and efficiency.



20,000

Courses completed last year.



86%

Users enjoy the platform.



31%+

Improvement in time-to-offer rates.



73%+

Users feel more productive.



"Our strategic partnership with SocialTalent plays a critical role in our global upskilling strategy. Their innovative learning content has empowered our employees to flourish and excel in their roles while advancing their careers.

SocialTalent's dynamic resources have fostered a thriving learning culture within our organization, equipping our team with invaluable skills.

With their data-driven learning interventions, we are able to continually drive value to our clients and candidates, ensuring sustained success in an ever-evolving landscape."

Wesley Connor,
Head of Global People
Experience and
Development,
Randstad



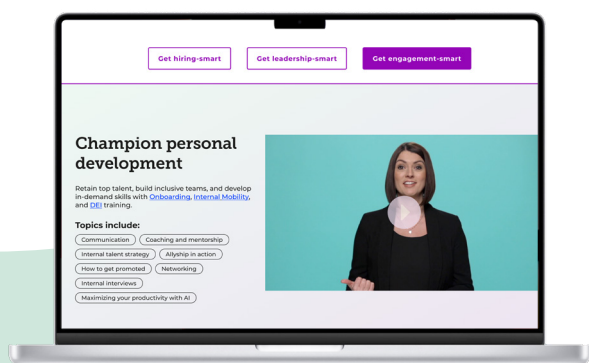
Challenge

Flexibility was the first major challenge Randstad Sourceright was facing prior to partnering SocialTalent. With such a geographically dispersed team, the company knew they needed a learning solution which could scale appropriately, no matter where their employees were based. From Recruitment Business Partners and Talent Advisors located at various customer sites, to those stationed in their Global Business Service Centres in the likes of Atlanta, Budapest, Birmingham, and Hyderabad – Randstad Sourceright wanted to ensure their approach to L&D was defined by equity.

The key features they were after:

- **Flexibility in terms of the platform.**
- **An option for self-paced learning.**
- **Access to a mobile app to ensure learning could be available on any device.**

Content was the next hurdle. With such a diverse range of employees, Randstad Sourceright needed to provide learning opportunities that solved the different development needs. So, whether it was training to help Recruiters become more advisory in their roles and move away from transactional hiring, or more advanced techniques for their Sourcers, the focus was primarily on skills development to ensure they are providing the best service possible to their clients and candidates.



Why SocialTalent?

SocialTalent ticked the boxes. Randstad Sourceright wanted to be able to provide access to the most up-to-date sourcing content. And with the flexibility afforded by the platform, easily consumable, bite-sized approach to learning, and creative assessment tools, SocialTalent was a no-brainer!

Everything about the platform made it accessible for their colleagues, who could easily incorporate this kind of learning into their busy schedules without feeling overwhelmed. And with it being such a complete package their L&D team had the confidence that they could focus on their resources to support other priorities within the business.

The breadth of content was also a huge appeal. The recruiting solution was the immediate draw but having access to regularly updated missions on the likes of DEI, leadership, and AI would help Randstad Sourceright continue to thrive no matter what challenges arose.



Approach

When rolling out SocialTalent, the first port of call was to create a vision and clear plan for the implementation of the platform. This initially focussed on gaining support and buy-in from regional directors so engagement from leaders, right down to individual users, could easily trickle down.

Having a bedrock of information was also hugely important for the success of this initiative. The team asked fundamental questions like:

- **What is the number one skill gap for you right now?**
- **Who could help us create customized pathways?**
- **Who would be the best engagement champion for your team or region?**

Armed with this knowledge and leadership buy-in it allowed Randstad Sourceright to establish specific roles and rules of engagement for the rollout, build excitement for the platform, **AND** create personalized, custom-built learning paths – this was key.

Purpose was a huge driving force for this learning and Randstad Sourceright wanted to ensure that the learning offered was targeted and relevant to the user's role and development but also the particular business needs. So, with SocialTalent's help they approached this in two ways:

1. Seven global learning pathways were created to develop sourcing, talent advisory, and leadership skills.
2. Accounts could also reach out to have their own specific pathways built.

After completing assigned learning paths, users then had the option to stay on the platform and explore the rest of the content. This structured approach allowed for even more flexibility and personalization, but also helped when it came to measuring impact and access too.



“Our speed and productivity have increased by a month and we are seeing new sourcers achieving new hires in the first 3 weeks in the team instead of week 6 – 8. I was speechless! **I have been direct sourcing for 18 years and these new partners blew me away with their knowledge. I learned so much from them, all thanks to SocialTalent!**”



Jenna Alexander,
Global VP Internal Talent
Acquisition, Randstad

Business Impact

From upskilling tenured recruiters to developing a true talent advisory mindset, SocialTalent's training platform has elevated Randstad Sourceright's teams to be more strategic, engaged, and confident. The culture of learning is thriving, and users love the content.

With close to **100% average active users** on the platform, almost **20,000 courses completed**, and **8,500 hours of content watched** in the last year alone, SocialTalent has become embedded into the organization.

And the feedback has been incredible:

- **86%** of users enjoy using the platform.
- **79%** see an uptick in their confidence from the learning.
- **73%** feel it has positively boosted their productivity and capability.

As one user wrote: **“SocialTalent is making me think differently about things I thought I knew. The topics are really current and interesting and it's a fantastic tool for self-development.”**

There has also been a tangible impact on the business metrics also. Tracking data between SocialTalent users and non-SocialTalent users, Randstad Sourceright found that:

- Screening effectiveness increased, almost halving (44%) the work required to identify suitable candidates.
- Submitted CVs had a 30% higher success rate.
- Speed increased as time-to-submit and time-to-offer rates improved by 24% and 31% respectively.

SocialTalent is a real difference-maker for Randstad Sourceright. It enables them to keep their talent teams engaged, informed, and up-skilled with the most up-to-date and relevant techniques, whilst also supporting their customers with best in class recruiters and sourcers that have a true impact on their business.

And the partnership is showing no signs of slowing down – with an increase in licences and new goals around leveraging SocialTalent's leadership content to provide additional support for newly appointed managers and introducing the platform to even more areas of the business to support, Randstad Sourceright demonstrates a strong and continuous commitment to learning and development.

44%

increase in screening effectivity.

31%

improvement in time-to-offer rates

30%

higher success rate of submitted CVs.

24%

improvement in time-to-submit rates.

“Working with Randstad Sourceright has been one of the highlights of my time as an Account Manager. **They truly embraced the SocialTalent platform, transforming it from an online learning tool into Randstad’s go-to solution for upskilling.** This partnership, and Sourceright’s success, has shown how important it is to build a culture of learning in your organization and best practices when using customization as a key strategy to deliver the right training when it’s needed most. In short, Randstad Sourceright has set a new standard for success in learning and development with SocialTalent and we look forward to expanding this success to the wider team in Randstad”

Naomi Baily,
Senior Account Manager,
SocialTalent



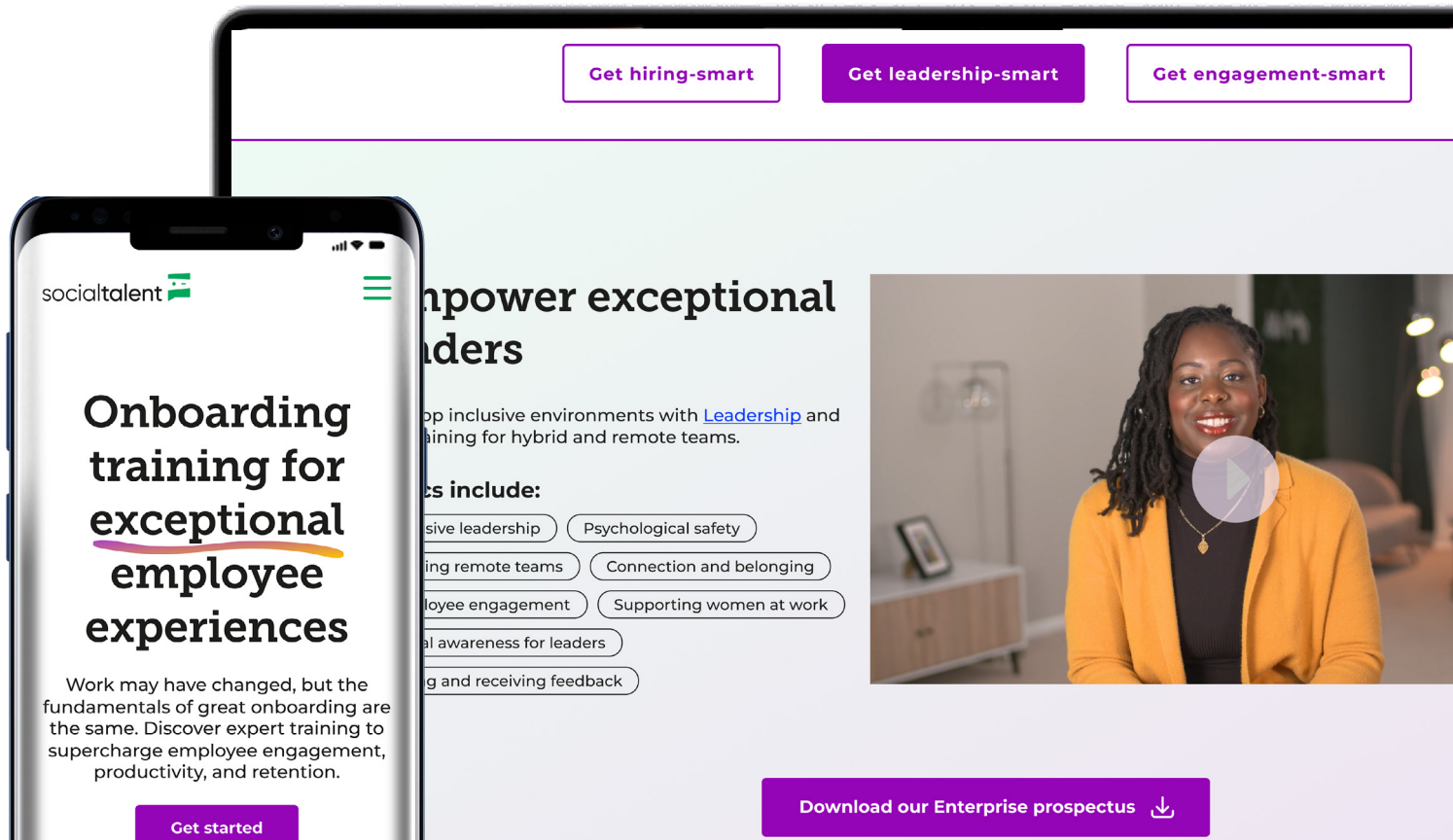
About us

randstad sourceright


Randstad Sourceright is a global talent solutions leader, driving talent acquisition strategies for the world's most successful employers. Our recruitment process outsourcing (RPO), managed services programs (MSP), total talent acquisition and SOW management solutions balance innovative technologies with expert insights to support both organizations and people in realizing their true potential. We help managers and introducing the platform to even more areas of the business to support, Randstad Sourceright demonstrates a strong and continuous commitment to learning and development.

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SocialTalent is a market-leading learning platform for organizations that want to transform how they hire, lead, and engage top talent. We collaborate with industry experts in Hiring, DEI, Leadership, Generative AI, and Career Mobility to create online learning programs for high-growth companies.



Get hiring-smart Get leadership-smart Get engagement-smart

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- Cultural awareness for leaders
- Giving and receiving feedback

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For more details, please contact sales@socialtalent.com or visit www.socialtalent.com

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