CASE STUDY

How MyOutDesk Boosted Talentuitions Talent Acquisition Capacity By 30%

15
Virtual Assistants Hired

30% More
Applications Processed

Industry
Human Resources & PEO

POSITIONS
**Admin Support
Recruitment
Training
Applicant Support
Client Support**

Background

Talentuition is a RPO company disrupting the talent recruitment space with a novel approach to finding talent for companies. Patrick Johnson, founder of Talentuition, has developed a highly efficient and cost effective process which powers the company's main service: RPO (Recruitment Process Outsourcing). Companies outsource their recruitment process to Talentuition and "reserve" a spot, similar to renting a space in a parking lot. While that spot is reserved, Patrick's company runs its process until the position is filled. If a company needs 10 spots then the process runs to fill 10 spots. Since the service offering is the end-to-end recruitment process they only collect payment while the process is running.

This approach is unique among recruitment agencies and it allows companies to have a simple on\off switch and effective payment model rather than having a complicated commission based structure for hires. Talentuition finds that it is most effective for companies which are always looking for new talent: always looking for great X, always hiring Y.

To help power this highly efficient and effective recruiting machine Talentuition leverages MyOutDesk Virtual Assistants.

Scaling With MyOutDesk

In the recruitment world speed to lead is the #1 factor that influences successful hires, show rates, and ghosting: the faster you engage the applicant the better the outcome. Talentuition has perfectly captured this by prioritizing outreach in their process.

Within 5 minutes (speed to lead) of applying to a job the applicant's information is entered and verified in their HRIS and they receive a phone call, text message, and an email. From there, they schedule a phone screen to determine if the applicant is a cultural fit for the company, review and create a summary of the submitted resume against the company requirements, and schedule an interview with applicants that meet all requirements. Interviews are directly with the clients themselves and are often placed on the calendar of the decision maker directly. Talenttuition makes hiring an easy process with the final step being the only part required to be done by their clients.

Onboarding Right With MOD

Talentuition has nailed best practices for onboarding Virtual Assistants into their organization.

Prior to day one it is absolutely necessary to understand and document the systems and processes that go into the job role. Patrick Johnson cannot put enough emphasis on having a trainable, written, and repeatable process; it is the core to success and promotes a stakeholder mentality from day one. Talentution leverages a process map for this that contains key documentation and SOP's at every single step.

> "Success was found in process maps: having the tools ready to go on day one."
>
> Patrick Johnson, CEO of Talentuition

Hiring the right Virtual Assistant is based on talent and culture fit; just like a US person. Talentuition integrates VAs as part of the team and has a culture similar to MyOutDesk: a member of the family (MOD calls this the "Family Table"). Our most successful clients treat their Virtual Assistant no differently than they treat their non-remote staff: they include them in events, celebrate birthdays, send holiday cards, and check in on them every day just as they would anyone else in the organization. The result? One of the Virtual Assistants hired by Talentuition is now a corporate trainer and leader who has been with the company for over four years.

This story is not unique among MyOutDesk clients either. Meaningful, process driven work alongside deep integration into the company and culture is a key factor in building long-term relationships which can last upwards of a decade.

Patrick Johnson now has a self managing team in a system that runs itself. The team can identify the problem, identify the solution, and report back the solution. This allows the CEO to focus on the broader needs of the company instead of being stuck in the day-to-day grind.

The Scaling Timeline

Talentuition Hires First VA
Q1 - 2017
Will MyOutDesk Work For Us? Talentuition has a need to increase capacity without affecting the company's bottom line. They hire their First Virtual Assistant

Talentuition Hires Second VA
Q2 - 2018
Additional support for applicant screening is needed. Talentuition hires another VA who would later go on to become their corporate trainer.

Talentuition Hires 2 More VAs
2019
Talentuition onboards more Virtual Assistants to keep up with growing demand and generate more revenue.

3 VAs Added
2020
With surging demand for talent, Talentuition adds 3 more Virtual Assistants to support their US staff & handle applicants.

7 VAs Added To Grow Revenue
2021
Capacity problems become apparent in 2021 and in order to continue to grow revenue Talentution hires seven more Virtual Assistants to assist in recruitment.

7 VAs Added
2022
With unprecedented growth occurring Talentution continues to add MyOutDesk VAs to meet demand and grow revenue.

Ready to start scaling your business?

Testimonial from Patrick Johnson

BOOK A CONSULTATION

"We couldn't have done it without MyOutDesk...The relationship is infinitely more successful than we anticipated it being."

Patrick Johnson, CEO of Talentuition