

CBI solves critical workforce & restructuring issues for national financial services firm.

A Customer **STORY**

As a national financial services company that specializes in education, this company offers savings programs, planning resources and financing options for higher education. They serve more than 23 million Americans and administer hundreds of billions of dollars in loans each year.

Areas of **FOCUS**

Industry:

- Financial Services

Positions:

- Corporate Professional
- Sales & Marketing

CBI's Blank Sheet of Paper Solution had a 50% hire rate for presented candidates and they filled key positions within 90 days at a competitive rate.

We Build Recruitment SOLUTIONS

Customer **CHALLENGE**

Our customer anticipated many Human Resources and Recruitment challenges due to considerable corporate restructuring, acquisition integrations and a pending relocation. They were concerned about how current employees would handle the changes and at the same time needed to fill key strategic positions to manage the corporate redirection. The company had already engaged a large national RPO vendor but they were looking for an alternative solution to address strategic issues outside the scope of the RPO agreement. The primary focus was hard-to-fill functional and professional level positions in Marketing, Business Development, and across the Human Resources department. Additionally, their cost cutting initiatives created a need for outside support following a reduction in headcount at the VP and Executive level.



Blank Sheet of Paper **SOLUTION**

Because of CBI Group's focus on relationships, key decision makers felt comfortable calling on us when they encountered issues that were urgent and complicated. We had a series of meetings with the leadership team to assess the overall situation to create a flexible, Blank Sheet of Paper Solution that encompassed our full suite of services. We implemented quickly to solve the most urgent needs and provided a detailed plan to address anticipated needs and a menu of services for unexpected challenges.

The key areas of concern that we identified included measuring employee morale, improving employment brand and navigating complicated workforce issues. Our consulting team conducted employee focus groups and provided a comprehensive report with recommendations for key leaders to make an immediate impact at the employee level. CBI Group crafted an employment message and began to fill key human resources and other functional positions. We quickly became a trusted partner and built relationships company-wide to fill strategic roles as they were identified.

Additionally, we provided outplacement and career transition for legacy employees through our alliance partner, Barton Career Advisors. During a time of internal turmoil, our solution provided one-to-one transition help for affected employees.

How did CBI Group add **VALUE?**

Faced with many time-sensitive and complicated problems, we quickly built a fully customized solution and were able to deliver results both on-time and in-budget. The focus groups led to the implementation of recommendations to improve employee involvement and input in the integration.

CBI Group's solution, designed specifically as an alternative to the existing RPO solution, met in the middle of RPO and traditional search offerings. Our Outside-In® recruitment methodology resulted in improved quality of hire

and also provided cost savings compared to a traditional percentagebased fee. Our Blank Sheet of Paper solution had a 50% hire rate for presented candidates and filled key positions within 90 days at a competitive rate.

Finally, our outplacement services resulted in an ongoing high touch, customized service program that has been highly successful.