



Building a Global Communications Company

Summary:

A telecommunications company was expanding its global accounts sales force and was seeking a staffing partner to assist in hiring 100 global account managers in 15 countries. CDI devised a total staffing solution and assembled a team of specialized recruiters in each country to meet the needs of the organization. CDI has since filled over 400 positions and has expanded to 23 countries.

Client

The business services and solutions division of a top-tiered telecommunications company based in the UK, serving customers worldwide, selected CDI as its preferred sourcing partner. As an information and communications technology service provider, this client provides integrated data and value-added services to meet the European needs of global multi-site corporations and the global needs of European companies. The client's extensive global network and strong strategic partnerships enable this client to serve customers in all key commercial centers of Europe, North America and Asia. With 17 years of experience in global account management, this client has 50 percent of its people based outside the UK, serving large business customers worldwide.

Situation

This client was expanding and top-grading its global accounts sales force to reinforce its move from a telecommunications provider to an integrated communications partner. They were seeking a staffing partner to assist in initially hiring 100 global account managers in 15 countries. The client sought an outsourced solution that could provide metrics and tracking for this project. The client needed these candidates to directly impact the bottom-line with additional revenue.

CDI Solution

CDI devised a total staffing solution to meet the needs of this organization. We assembled a team of recruiters in 15 countries that specialized in this niche industry. CDI placed an experienced, trained Project Manager at the client site in Amsterdam to interface with the Client Project Manager. The CDI Project Manager reports to a Project Director in the US and is supported by the CDI corporate location in the UK. The CDI solution involved the following elements:

- Dedicated, local recruitment resources.
- Full-time account management.
- Web-based activity management system that shows all candidate activity per position that is viewed by both the hiring manager and HR.
- Standardization of client message to the marketplace.
- Streamlining the candidate qualification process and deliverables.
- Competitive intelligence on compensation.

Result

CDI ramped up immediately and provided a full slate of qualified candidates to meet the initial hiring target. Unfortunately, due to declining market conditions in the telecommunications sector, senior executives at client headquarters dramatically altered the initial recruitment plan. Our ability to rapidly flex our organization to meet the changing needs of our clients was invaluable in this situation and CDI quickly became the client's preferred recruitment partner for all positions within the client organization. We have since filled over **400 positions** and are currently working on an additional 30 openings. We have expanded to 23 countries. Our average delivery of candidates is 3 weeks and we currently have a candidates-presented-to-hire ratio of 4:1.

CDI has completed positions, from mid-management to senior executive, in the following sectors:

- Information technology
- Engineering
- Human Resources
- Marketing
- Sales
- Management
- Operations
- Legal
- Finance
- Country Management

Candidates have been placed in the following countries:

- Belgium
- Brazil
- China
- Czech Republic
- France
- Germany
- Hong Kong
- Hungary
- India
- Ireland
- Italy
- Japan
- Korea
- Luxembourg
- Mexico
- Netherlands
- Norway
- Poland
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom
- United States