



# How Does a Top Ten Bank and Fortune 150 Organization Keep a Pipeline of Niche Candidates at the Ready?

## A Top 10 US Banking Corporation

### The Cornerstone RPO Challenge:

As a leading financial institution dramatically impacting the credit card industry, this monoline credit card provider decided to expand its service offerings and quickly became a top 10 banking institution. This growth was attributed to “doing things differently,” that is, by changing the way banking was viewed and how people interacted. To accomplish this, the company needed to secure the necessary talent, which required having a group of niche, focused professionals at the ready when the need for them arose. This group of professionals also needed to have the detailed market intelligence required for the company’s expanding footprint. The differing levels of talent and increasing the company’s knowledge in the banking space presented an ongoing, and growing, challenge for the company and needed to be addressed, all while improving the turnaround time in submitting qualified candidates.

### The Cornerstone RPO Solution:

Addressing the challenge began by assembling a top-notch sourcing team. The team worked quickly with both recruiting and hiring managers to identify the areas of highest volume and need. Sourcing specialists were then assigned to address those areas and locate niche talent. In addition, the team gathered real-time, in-market data by capturing valuable data from candidates that was shared with hiring managers allowing them to adjust on the fly and match market levels. This data included average salary levels, geographic demographics, competitor information, etc., and was used to ensure competitiveness while maintaining a dynamic sourcing strategy. The sourcing team also created project pipelines to build candidate pools with varying skill sets.

### The Cornerstone RPO Delivery:

The strategic sourcing team delivered tremendous results during the first year by eliminating agency spend. The team was extremely nimble and met the needs of the company while ramping up or down with efficiency to meet changing demands. The sourcing team saved the bank enough money in agency fees to more than cover the costs associated with the team’s implementation and ongoing costs. 📦

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