

HIRING SUCCESS STORY

 **SmartRecruiters**
YOU ARE WHO YOU HIRE



From Outsourced to In-House: Recruiting Transformation

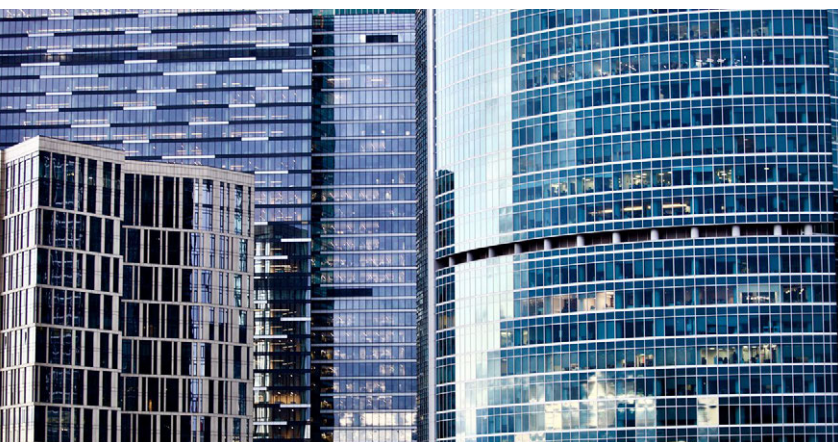
€1 Million Year One Cost Savings Through Data-Driven Recruiting

Taking Control of the Colliers Employer Brand in EMEA

Historically, Colliers International in EMEA heavily relied on external agencies to source candidates, and hiring managers had to manage the entire selection process manually, resulting in high costs & lost productivity. In addition, there was no consistent approach in the region, and candidate data was stored across separate systems. The firm needed a solution that would empower Colliers' talent acquisition team to own the recruiting process, attract high-quality candidates for their growing business, standardize selection criteria, stay compliant, and set the example for the rest of the company on how to best run talent acquisition (TA).

About Colliers

- Headquarters: **Vancouver, Canada**
- Employees: **18,000+**
- Industry: **Real Estate**
- Global Offices: **100+**
- Region: **EMEA**
- Hiring Model: **Decentralized**



Greater Control and Efficiency with an Integrated Talent Acquisition Suite

With SmartRecruiters' advanced analytics & recruiting capabilities, Colliers shifted TA from a reactive to proactive function by **achieving the following objectives within the first year** of deployment:

Objectives

- 1 Reduce reliance on hires by external agencies to take control of budget and brand →
- 2 Meet Colliers' growth targets by increasing annual hiring →
- 3 Reduce hiring time to get talent in the door on demand →

Results

-  **Dependency on external agencies reduced from 80% to 5% of hires** in the first year
-  **Annual new hire volume increased by 47%**, meeting company growth targets
-  **Hiring Velocity** (number of roles filled on time) **increased by 41%**

15,000 Applicants

1,000 Interviews

230 Hires



To us, SmartRecruiters means accelerating our success to grow our business by giving us quality, control, reduced costs, and an improved candidate experience. We aren't depending on a third party to sell our brand - we do it ourselves.



- Mo Karim,
Head of EMEA People
Transformation



How We Got There

Colliers took a phased approach, going country by country to localize system role configuration and candidate selection standards via SmartRecruiters. Local hiring teams were then introduced to the SmartRecruiters talent acquisition suite: a single platform for clean, compliant data flow for recruitment optimization. All 11 EMEA locations launched the new technology & processes within 1 year! The Colliers team was now able to answer key business questions such as: How many vacancies do we have by team, by country, by region? What is our advertising budget? Which sources are giving us the highest quality candidates? What's our hiring velocity?

What SmartRecruiters Offered Colliers



Attract

Attracted quality candidates through:

Sourcing
Talent Communities
Candidate Engagement
Internal Mobility
Easy Apply
Website Campaigns
≡

Sourcing
Identified top advertising channels and automatically allocated budget accordingly

Talent Communities
Organized large recruitment campaigns and targeted advertising

Candidate Engagement & Internal Mobility
Revamped & utilized job boards, candidate portals, and internal mobility & referrals

Select

Evaluated candidates through:

Applicant Tracking
Candidate Selection
Customization
Hiring App
Assessments
≡

Applicant Tracking
Defined hiring practices, managed recruiting budget, and automated admin tasks

Candidate Selection
Quickly built shortlists of candidates through advanced filters within single system of record

Customization
Tailored hiring processes to local norms & laws

Hire

Managed hiring process through:

Hiring Plan
Background Screening
Offer Management
HRIS Connectors
Approvals
≡

Hiring Plan
Developed short & long-term hiring targets & tracked progress against them



SmartRecruiters has provided our EMEA team with a single 'source of truth' so we can manage projects, engage candidates, and track progress in-house.



What's Next

Now that Colliers was able to establish a foundation with a standardized recruiting process, the team has shifted strategy to focus on attracting quality talent by strengthening their employer brand. They plan to leverage SmartRecruiters to build out recruitment marketing campaigns & tactics heading into next year.



See a demo of the SmartRecruiters Talent Acquisition Suite

Contact us today at sales@smartrecruiters.com

As a global leader in enterprise recruiting software, SmartRecruiters offers a cloud-based Talent Acquisition Suite that allows businesses to attract, select, and hire the best people. More than 4,000 companies worldwide rely on SmartRecruiters to drive hiring success, including brands like LinkedIn, Visa, Bosch, Skechers, and Avery Dennison. Built on a modern cloud platform, SmartRecruiters offers full functionality for recruitment marketing and collaborative hiring, with an open marketplace of 600+ connected solutions.

For more information, follow us at [@SmartRecruiters](#), on LinkedIn or visit us at smartrecruiters.com