

In a hyper-competitive and increasingly dynamic labor market, an organization's ability to efficiently source high-quality talent is critical to sustained business performance. The leading innovator and manufacturer of nutraceutical products recently embarked on an ambitious growth strategy but was struggling to ensure they had the right talent and capacity to deliver against current and anticipated customer demand.

COMPANY INFORMATION



Disruptor in Nutraceutical Product Innovation and Manufacturing

\$600M

Revenue

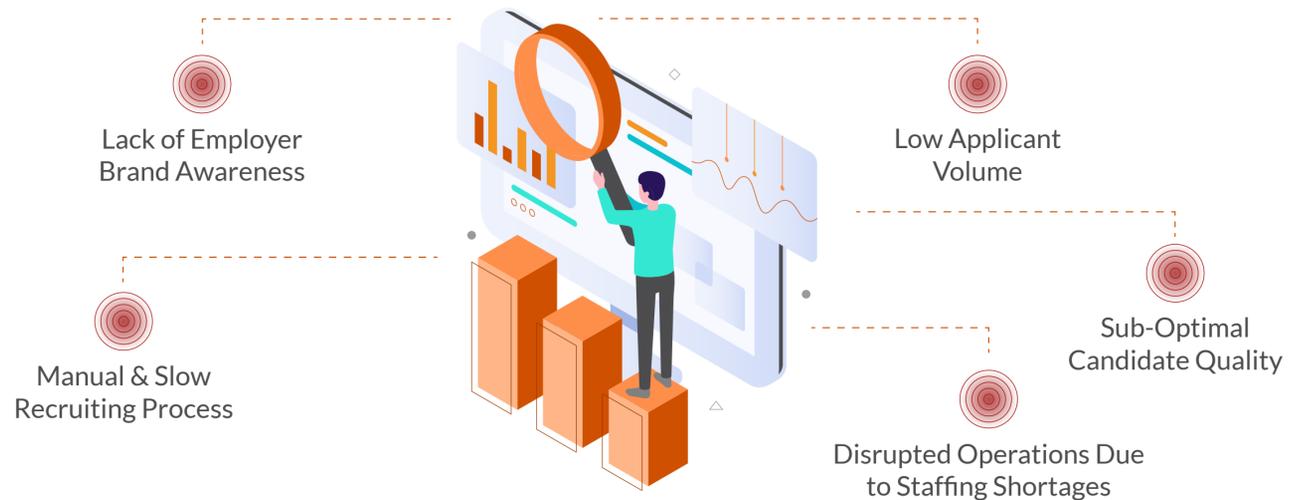


More Than 4,000 Employees



Good Manufacturing Practices compliant

The company was experiencing several pain-points that signaled issues with the talent supply chain including



To address these pain-points, we conducted a comprehensive internal assessment of talent acquisition practices and external labor market analyses to identify five high-impact areas of opportunity...

- **Define Talent Needs** | We clarified the capability and workforce requirements to enable growth by defining the number, type and quality of talent the company needed to attract and retain
- **Design a Competitive Offering** | We implemented key enhancements to the Employee Value Proposition to ensure the offering was competitive, attractive to key talent and clearly articulated the "promise" to prospective employees
- **Build Employer Brand Awareness** | We designed a social media and community awareness campaign featuring relevant and engaging content to build brand awareness and visibility to career opportunities and EVP enhancements
- **Use Omni-Channel Sourcing Strategies** | We deployed active and passive sourcing strategies that leveraged job boards, social and community channels, and geotargeting to drive visibility of postings with critical talent segments
- **Improve Speed and Experience** | We integrated recruiting technologies and automated manual job posting and qualification screening to improve the candidate experience, speed to hire and ability to measure talent acquisition performance

ABOUT

Axiom Consulting Partners is a growth advisory firm that integrates strategy, data science, and behavioral science to help clients drive revenue and transform their business.

To find out more, visit us at axiomcp.com

400%

Increased applicant volume by 400% per requisition in a tight labor market

50%

Decreased time to fill by over 50% to 10 days and improved candidate engagement with an omni-channel experience



Improved screening efficiency and reduced manual recruiter burden through automated screening for minimum qualifications

275k

Garnered over 275k social media impressions per month and improved brand reputation in a key geography for business growth