

The time of recruitment is over – it is optimization time

The dominant strategy in the situation of the business growth in the SSC/BPO sector is focusing on the staff recruitment. More work means the necessity to employ new workers... However, there are more and more companies in the market that change that paradigm and focus on involving their employees in the optimization, so that fewer people could do more work.

In the times when it is getting more and more difficult to recruit an employee and the pressure to reduce the costs is growing, using the current strategy adopted by most of the companies in the sector is becoming a growingly significant barrier to the further growth of those companies.

Total cost of recruitment

Everything we do in business requires resources, including the most valuable ones, i.e. the time and energy of our managers and employees. The largest component of the recruitment cost is not the process of obtaining and selecting candidates, but their getting used to their duties at work. It takes approx. 3-6 months, it is associated with a significantly reduced work efficiency of a new person and it reduces the productivity of existing employees who spend some of their working time on making the new employees familiar with their tasks. Other tasks are neglected in such a case.

The change of thinking as the basis for the change of actions

Natural rotation, long-term maternity leaves and business growth make companies focus their attention on the recruitment strategy and training new employees. For companies, it is a previously overlooked potential and an opportunity for a change. Practice proves that if the same amount of time and energy dedicated by an organization to the recruitment and training is dedicated to the improvement of work, the effects can be revolutionary. The company faces not only cost reduction, but also the increase of the involvement of employees who prefer to improve their work to continuous training of new people. It turns out that by improving work efficiency, it is no longer necessary to employ new people, as substitutes e.g. during maternity leaves.

The results are surprising

– Since I decided to focus on the involvement of employees in the optimization, a lot has changed. Previously,

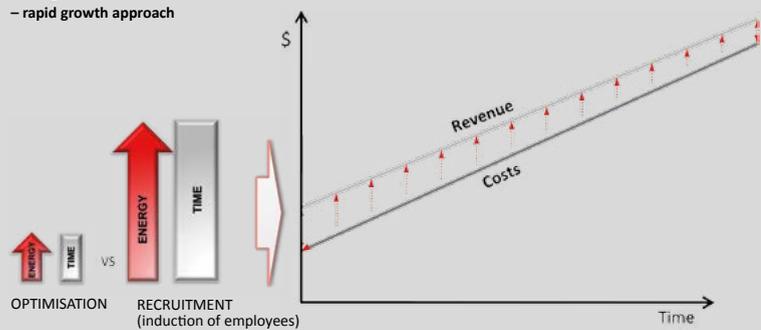
we could not manage the work we had to do; in spite of doing overtime, we were more and more behind in our work. Today, over 10% fewer employees do more work and they still have plenty of time for continuous improvement and skills development. We may focus on the needs of our customers – Rafał Kozłowski, CFO, Vice President of Asseco.



Optimization Opportunity Gap (OOG)

4 Results has developed a method of counting and measuring the potential of an organization, which can be released through a change of the strategy from recruitment to optimization. For more information about OOG, please visit www.outsourcingportal.pl

Strategic resource allocation – rapid growth approach



Strategic resource allocation – permanent growth approach

