

DIRECT SOURCING IN PARTNERSHIP: BUILDING SPEED, SAVINGS, AND A BRANDED TALENT POOL

BEGINNING STATE

A global consumer brand wanted to reduce dependency on agencies, accelerate time to fill, and build a pipeline of talent it could directly engage. Traditional staffing suppliers delivered results, but at a high cost and inconsistent speed. At the same time, the company's leadership valued its supplier relationships and wanted a solution that complemented rather than displaced them.

As the client's MSP, nextSource analyzed workforce data, identifying where Direct Sourcing would deliver the greatest impact. This meant selecting the labor categories, geographies, and hiring scenarios best suited for a branded talent community, while continuing to rely on staffing providers for niche and specialized roles.

The vision was to create a client-branded talent community that the organization could own as a long-term asset, while also building a sourcing model that worked in harmony with suppliers.

BUSINESS CHALLENGES

- **Agency Dependency:** Too many roles were funneled through agencies, creating high markups and limited visibility into candidate pipelines.
- **Speed vs. Quality Trade-Offs:** Inconsistent time to fill, forced managers to choose between speed and candidate fit.
- **Scattered Sourcing Channels:** Alumni, referrals, and social media were not systematically tapped to fuel candidate flow.
- **Candidate Experience Gaps:** Applicants had fragmented interactions with the brand, hurting engagement and retention.
- **Data Blind Spots:** Executives had limited insight into sourcing effectiveness, pipeline health, and supplier performance.

SOLUTION

The client partnered with nextSource to launch a Direct Sourcing program designed to work alongside staffing providers while creating a client-branded, AI-enabled talent community.

- **Strategic Role Identification:** As the MSP, nextSource assessed hiring patterns and supplier performance to determine which roles Direct Sourcing should focus on. High-volume, recurring roles such as administrative, customer support, and professional categories were shifted to the Direct Sourcing team. Specialized, niche, and hard-to-fill roles remained with staffing providers to preserve coverage and expertise.
- **Branded Talent Community:** Developed a fully branded talent portal, positioning the client as an employer of choice. The community became a client-owned asset, not a generic marketplace.

- **Multi-Channel Sourcing:** Fueled the community through job boards, social media campaigns, alumni networks, referrals, database re-engagement, and re-targeting campaigns, capturing both active and passive talent.
- **AI-Driven Curation:** Leveraged nextSource's platform to pre-vet candidates, matching them against open requisitions to ensure hiring managers received high-quality, ready-to-engage talent.
- **Supplier Collaboration Model:** Staffing suppliers remained integral partners. Direct Sourcing handled the roles identified as most effective for this channel, while suppliers focused on specialized and hard-to-find talent. This created balance, alignment, and partnership.
- **Hands-On Program Team:** nextSource's program team worked with hiring managers and suppliers to drive adoption, provide white-glove support, and ensure a seamless candidate experience.
- **Data and Analytics:** Delivered dashboards on time to fill, candidate source effectiveness, and cost savings. Executives could finally see the direct impact of Direct Sourcing on both speed and spend.

RESULTS

- Client-owned talent community: Built a pool of 5,000+ pre-vetted candidates within 90 days, tailored to the high-volume roles identified by the MSP.
- Reduced time to fill: Accelerated hiring by 40% in the categories most critical for speed, freeing suppliers to focus on niche and specialized roles.
- Cost savings: Lowered agency reliance and reduced markups, generating \$1.2M in savings in year one.
- Enhanced candidate experience: A consistent, branded engagement journey across sourcing channels increased candidate trust and retention.
- Supplier alignment: Staffing providers remained valued partners, ensuring specialized roles were filled without disruption, while Direct Sourcing improved coverage in high-volume and recurring categories.
- Workforce visibility: Real-time analytics showed executives how Direct Sourcing impacted speed, savings, and sourcing mix, providing insights not previously possible.

CONCLUSION

By partnering with nextSource, the client gained a Direct Sourcing solution that is not just faster and cheaper, but smarter and more sustainable. The program was deliberately designed to maximize effectiveness by focusing Direct Sourcing on the right roles, while continuing to leverage staffing providers for niche expertise.