



TENTIAL

**CASE STUDY**

**How a credit union cooperative ramped up talent acquisition and retention with Tential RPO**



**SUMMARY**

When a national credit union service organization needed a rapid influx of contact center talent, they quickly became overwhelmed. Between interviewing, onboarding, and employee engagement, the internal talent acquisition team couldn't keep up. Tential came forward with a direct hire strategy designed to reduce internal burden and gain control over high attrition rates.

**THE CHALLENGE**

Our client faced a perfect storm of hiring hardships: time constraints, three national locations, a swamped team, and an underperforming supplier. Not to mention, the pandemic introduced a remote work wildcard, requiring constant flexibility to accommodate different modalities for each hired class of trainees. Their temp-to-perm talent strategy proved inadequate to bring on more than 150 member and card services representatives in a few short months.

## THE SOLUTION

Tential's recruitment process outsourcing (RPO) program kicked off with consultative discovery, resulting in a customized sourcing plan for each location. It also led to several essential recommendations:



**Shift immediately to a direct hire approach**



**Realign pay rates to reflect market standards**



**Offer a sizeable 61-day bonus to boost retention**



**Institutionalize a coordinated nurture campaign**



**Structure the fee schedule to reflect shared risk**

After a proof-of-concept period, Tential took over the interviewing process completely, enabling the client team to focus on mission-critical tasks. Based on our effectiveness at matching candidates to the ideal candidate profile, Tential was quickly given the green light to make hiring decisions directly. A quick note about communication: the project's success was linked intrinsically to a proactive and dynamic feedback loop.

Additionally, Tential partnered with the client's HR team to develop and deploy a streamlined onboarding process, stepping in to manage important checkpoints. The Tential team served as a liaison between new hires and client managers, boosting engagement and identifying issues before they arose.

Reliability and responsiveness builds a truly collaborative partnership, a hallmark of Tential's RPO solution.

## THE RESULTS

The class-based RPO solution introduced consistency and composure to a chaotic hiring situation. It also produced dramatic results:

**150+** hires in 90 days across AZ, FL, and MI

**75%** retention after 30 days, a 50% improvement

**6** classes onboarded, most fully remote following 3 weeks of on-site training

Today, Tential continues to serve as a valued customer service solutions provider, with ongoing engagements across multiple departments.



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