

CASE STUDY

High-Touch Sourcing and Recruiting Approach Addresses Urgent Hiring Demands

The Client

A leading provider of patient service centers, The Client operates dozens of medical laboratories throughout Canada. With over 25 years of specialized healthcare experience, the organization employs more than 2,500 employees spanning from Quebec to British Columbia.

The Situation

Faced with an onslaught of hiring spikes, The Client was looking for a dedicated recruitment partner to fill a high volume of 50 entry-level roles within a span of three months. These roles supported multiple locations between London and Ottawa—a distance of over 500 kilometers. The organization turned to Acara to help address its talent needs. Not only did our team of recruitment specialists need to prescreen and qualify all candidates, but we were also asked to conduct all pre-employment verifications—including education, reference, police background, and driver abstract checks. In addition, the Acara team arranged and coordinated interviews between qualified candidates and eight of The Client's hiring managers.

The Challenge

The Client's budgeted compensation for these roles was—on average—15-20% less than comparable positions in the market. All candidates were required to be flexible to work morning, afternoon, or night shifts and had to have open availability on weekends and holidays. These requirements severely limited the size of the talent pool. Our team had to coordinate interview schedules with eight of The Client's busy hiring managers, it was often difficult to receive feedback on candidates in a timely manner.

“Supporting logistics leaders is not always easy, but Acara made sure we received all the support we needed.”

Project overview



Leading provider of patient service centers and operator of medical laboratories across Canada



Selected Acara to fill a high volume of roles within a span of three months



Allocated dedicated recruiters to source and select high-quality talent

The Solution

To account for the large volume of hiring needs, Acara allocated four recruiters and three sourcers that were dedicated to The Client. These internal resources were segmented by market and skillset, allowing them to focus on certain candidate pools in specified geographical regions. In collaboration with The Client's hiring managers, we constructed a candidate screening guide that addressed the "must-haves" for each role. In addition, we supplied each hiring manager with a list of pre-screened questions that could be posed to potential candidates during interviews. Our team conducted weekly meetings with The Client's hiring teams to discuss our overall recruiting performance and evaluate interviews from the previous week. This insight was critical for our team in understanding where we were succeeding and where we needed to improve. The Acara team also used data and industry and metrics to coach The Client's hiring stakeholders on market trends and interview best practices, while further educating them on how to more effectively attract talent in a highly competitive market.

The Conclusion

Throughout our relationship with The Client, Acara's high-touch sourcing and recruiting approach has led to the successful completion of the project. Within a three-month period, the Acara team generated a list of 493 qualified candidates that could be leveraged to fill future positions within The Client's organization. To date, Acara has filled 72 high-impact roles to meet urgent hiring demands with only one candidate resignation—equating to a 98% success rate. Moreover, our interview-to-hire ratio of 45% further affirms our ability to source and select high-quality talent.

With a high degree of trust and transparency in our recruiting efforts, The Client witnessed the value in Acara's screening process. The organization requested that over 40 internal referrals be put through our stringent vetting and evaluatory process to be considered for open positions. The Client has continually partnered with the Acara team in filling new positions that have helped to address ongoing hiring needs.

“The entire Acara team was on top of everything. Showed a great sense of urgency, listened to feedback, and provided us with great candidates.”

Program results

493

qualified candidates sourced in three months

72

high-impact roles filled

98%

success rate