

CASE STUDY

Global Energy Company Leverages Enterprise RPO to Build Out U.S. Talent Infrastructure

The Client

The U.S. subsidiary of Japan's largest power company, our Client is a leader in innovating and implementing low-carbon solutions to generate clean, renewable energy. Employees work out of the company's corporate offices in Houston and San Francisco, as well as power plants across the northeastern United States.

The Situation

In need of a more comprehensive talent acquisition infrastructure to hire U.S.-based employees, the Client engaged Acara to quickly implement an enterprise recruitment process outsourcing (RPO) program that would help them enhance and streamline their hiring efforts.

The Challenge

The Client was experiencing numerous challenges in its talent acquisition process that the Acara team needed to address:



While the Client had a well-established online presence and employer brand in Tokyo, the company lacked anything comparable for its U.S. subsidiary.



Limited internal HR and talent acquisition resources had previously led the Client to seek outside help from costly headhunters to fill roles.



The Client did not have a cohesive Applicant Tracking System (ATS) to move and manage candidates efficiently through the hiring process and measure recruitment activities.



The Client required a quick ramp-up and implementation, as they already had numerous open positions and more on the way.

Acara quickly and seamlessly integrated with the company's internal HR team to learn more about their organizational culture and the talent they were seeking.



The Solution

Acara worked with the Client to develop and implement an end-to-end enterprise RPO solution, tailored to meet their needs, in approximately three weeks. To satisfy the Client's accelerated timeline, Acara quickly and seamlessly integrated with the company's internal HR team to learn more about their organizational culture and the talent they were seeking.

Our recruiting staff immediately got to work to address the Client's open requisitions. To set us up for success, we held intake calls with the Client's internal stakeholders to learn more about their ideal candidate profile and the hard and soft skills they sought for each position.

As part of our partnership, Acara also leveraged its internal marketing department to create a careers website for U.S.-based job seekers. Previously, the Client was only utilizing a Tokyo-based website that wasn't built for its American subsidiary.

We worked closely with the Client's HR leaders to develop a website that properly communicated their company values. The website also included a new Applicant Tracking System, set up by Acara, to eliminate pain points for the Client and ensure a better candidate experience.

The Results

Acara's outreach has included both passive and active job seekers. Having gained a deeper understanding of the Client's needs, we have been able to quickly deliver qualified candidates and have sought to preempt questions from hiring managers by including a thorough recommendation that included the individual's strengths, background, and pay expectations

Since our partnership began in March 2023, the Acara team has been successful in filling a wide range of roles in finance, administration, information technology, mergers and acquisitions, engineering, accounting, operations, maintenance, and more.

We continue to maintain the Client's U.S. careers website today, and our RPO program is still going strong.

The Acara team achieved the following results:

- 261 qualified candidates submitted to hiring
- 120 candidates moved to interviews
- 29 hires



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