Challenge

In 1999, The Pepsi Bottling Group (now PepsiCo Americas Beverages) began the quest to be an employer of choice on campuses throughout North America and Canada. Using a locally driven approach that was uniquely tailored for individual campuses, more than 50 different field human resources managers recruited to fill Sales and Supply Chain Development Programs. As a result of having so many different processes, campus recruits were confused, messaging and branding was unclear, and metrics were difficult to capture.

What’s more, each field organization’s human resources team began to layer in every administrative aspect of campus recruiting, in addition to all of their other responsibilities. There was no national support model in place to handle the time-consuming tasks and duties it takes to be successful on campus. They were often overburdened with administration during the fall/spring seasons, which impacted the more critical need of achieving hiring goals.

After one year in this decentralized model, the company partnered with NC3 (now RECSOLU RPO) to take a centralized and strategic national approach to campus recruiting. With the support of the company’s human resource leaders, RECSOLU RPO created a school selection model to narrow the campus targets to 35 key core universities versus 70 non-strategic universities. Standardized processes were implemented and executed by RECSOLU RPO to support campus events, and messaging to candidates became consistent. RECSOLU RPO also began warehousing/shipping all recruiting collateral and ensured each event received the same branding materials and resources as the next.

With a centralized process in place, RECSOLU RPO had the ability to proactively coordinate campus events, manage the event planning process, coordinate 1st and 2nd round interviews, and book candidate travel. These changes helped the company develop and maintain an exceptional candidate experience, support its employer branding strategies and achieve its goal of becoming and employer of choice on campuses.

Solution

RECSOLU RPO Services – adopted 2000

Results

With the help of RECSOLU RPO services, PepsiCo Americas Beverages is now able to maintain higher standards when hiring 200 candidates annually. Messaging, branding, candidate experience and quality of hire are now more consistent. Additionally, RECSOLU RPO is able to report comprehensive metrics that help the recruiting team improve school and candidate selection/assessment standards, which results in higher quality hires.

With RECSOLU RPO handling the day-to-day administrative tasks of entry-level hiring, the human resources teams in the field have become more strategic and less tactical when it comes to campus recruiting and can focus on other value added work.

“We have been working with NC3/RECSOLU since 2000 and find them to be an essential business partner. They are extremely responsive, and their knowledge of the market is unparalleled. RECSOLU RPO continues to be a vital part of our team.”

Annette DiBenedetto | Sr. Mgr., Talent Acquisition & Campus Development