

# Driving Excellence

## 10 Ways Direct Sourcing and Talent Communities Elevate MSP Performance



POWERED BY  Impellam Group

**Direct sourcing is an increasingly popular workforce solutions strategy that involves managed service providers (MSPs) partnering directly with customers to leverage their own employer brand, build engaged talent communities and deploy the latest recruitment technology to match and engage with qualified candidates, rather than relying solely on traditional staffing agencies or vendors to fill repeatable vacancies.**

Here are 10 ways that direct sourcing and a proactive approach to building talent communities can elevate MSP performance and deliver value to the organisations they serve.



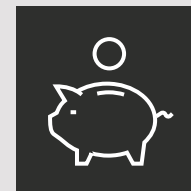
### 1. Quality of Hire

Direct sourcing can improve the fit and quality of hire by leveraging the customer's employer brand and reputation to attract and engage talent. MSPs use direct sourcing platforms and tools to showcase the client's culture, values, and mission, as well as the benefits and opportunities of working for them.



### 2. Faster Time-to-Fill

You can reduce the time-to-fill for contingent positions with direct sourcing by streamlining the recruitment process and eliminating the need for intermediaries. MSPs use direct sourcing platforms and tools to automate and optimise the sourcing, screening, matching, and hiring of candidates, as well as the onboarding, payroll, and compliance management.



### 3. Cost Savings

One of the main benefits of direct sourcing is that it can significantly reduce the costs associated with hiring contingent workers. By using their own platforms and networks, MSPs can eliminate or minimise the markups and fees charged by traditional staffing agencies or vendors, as well as reducing administrative and operational costs.



## 4. Access to Talent Pools

Direct sourcing gives you access to more diverse talent pools by tapping into the networks of existing and past employees, referrals, alumni, and social media followers. Through targeted recruitment marketing campaigns, you can also reach under-represented groups and proactively welcome them into your talent community with relevant outreach and nurture content.



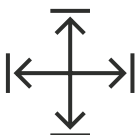
## 5. Enhanced Talent Pipelines

By engaging with passive and active candidates through automation and personalisation at scale, direct sourcing platforms and tools, help maintain long-term relationships with both known and new talent that have shown an interest in your organisation.



## 6. Improved Candidate Experience

By journey mapping and giving applicants more relevant information about the company and role, and streamlining the application process you are creating a positive candidate experience – faster, with less stages and more information - increasing the likelihood of finding candidates who are not only qualified but also aligned with the customer's culture, vision and goals.



## 7. Flexibility and Scalability

By using a direct sourcing approach, MSPs can access pools of candidates who can be quickly engaged and deployed to meet the client's needs, with MSPs able to adjust their recruitment strategies according to the changing market conditions and client expectations, without being constrained by the limitations or availability of external vendors.



## 8. Risk Mitigation

Direct sourcing can reduce the risks associated with hiring contingent workers, such as compliance, legal, and reputational risks. Direct sourcing allows MSPs to ensure that all candidates are vetted and verified according to the client's standards and regulations, and that they have the necessary qualifications, skills, and background checks.



## 9. Data-Driven Insights

With direct sourcing, MSPs can collect and analyse data from various sources, such as candidate profiles, feedback, assessments, and engagement metrics. This can help them gain valuable insights into the talent market, the client's preferences, and the candidate's behaviour and expectations enabling more informed and strategic decisions.



## 10. Overall Efficiency

By integrating direct sourcing into an MSP model, talent acquisition processes can become more efficient and cost-effective. Direct sourcing can reduce the reliance on third-party vendors and intermediaries, shortening the time-to-fill and improving the quality of hire. Direct sourcing can also increase the retention and engagement of contingent workers, as they are treated as part of the client's workforce and have access to benefits, training, and communication channels.

## Need more information about how to implement direct sourcing?

Guidant Global's free-to-download guide will give you all the key elements that you need to know about Advanced Direct Sourcing.

**Download the report today**



## Need to speak to an expert?

Get in touch with the team to arrange a discovery session on how direct sourcing and talent communities elevate MSP performance.

**Get in touch**