



Overwhelming Applicant Flow- A Good Problem?

A Top 50 US Banking Corporation

The Cornerstone RPO Challenge:

As a rapidly growing banking institution with good brand recognition and an excellent reputation, this bank had no issue generating adequate candidate flow for its retail locations. In fact, the bank experienced such an incredible response to postings on their website that internal recruiters had become overwhelmed with tracking, screening, and responding to candidate applications. In addition, senior recruiting leaders at the bank believed there was redundancy within their candidate screening process and felt their screening questions were antiquated and largely ineffective.

The Cornerstone RPO Solution:

The first step was to assemble a Cornerstone RPO team with applicable industry experience to create a seamless transition while ensuring maximum return on investment for our client. To manage the project, we chose a Project Manager who has nearly 10 years in the banking industry within recruiting capacities. Next, we were able to identify recruiting consultants who not only possessed the right recruiting experience but also had experience working within a banking branch. They understood the environment and what personality traits would be ideal for a retail banking role.

Next, we spent time reviewing the screening questions and process being utilized by the bank's internal recruiters. We were able to suggest a new screening format and included additional behavioral-based interview questions to enhance the cultural fit. In addition, we worked with the client to develop a process that would create a positive candidate experience while promoting the bank's brand during the initial candidate contact. Lastly, we suggested a grading system that would allow us to seamlessly pass candidates to our client's internal recruiting team with either a recommendation or rejection based on the results of our candidate screens.

The Cornerstone RPO Delivery:

Cornerstone RPO Recruiting Consultants contact and screen all first-time applicants for the bank's Financial Service Representative, Customer Service Representative, and Sales & Services Representative roles. Using the updated screening questions and process, we have eliminated redundancy within the recruiting process and allowed the bank's internal recruiting team to focus on core responsibilities. 

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