



ESTABLISHING TRUST AS A PROGRAM ANCHOR



Mass Media
Entertainment
Founded in 1926

BACKGROUND

Headquartered in New York City, this multinational media conglomerate generates over \$28 billion in annual revenue through its portfolio of news and entertainment networks, businesses and theme parks.

“AgileOne has delivered a program that allows us to find quality talent, increase process efficiencies, and ensure compliance with regulatory and company policies. AgileOne is committed to working with us as a true partner and provides a wealth of knowledge that helps us to navigate a very complex area.”

*Vice President,
Global Strategic Sourcing*

WORKFORCE CHALLENGES

In the entertainment industry, a large population of highly skilled IT workers is a must-have for keeping day-to-day operations running smoothly. For this mass media company, much of their IT workforce was comprised of contingent workers engaged through numerous staffing and payrolling providers.

Hiring managers had very little governance around which suppliers to use, how supplier performance was measured, or rate standardization. The company estimated that their annual spend for contingent labor was near \$100 million, but due to the lack of visibility in their decentralized program, this number was uncertain.

Executives determined that tighter controls needed to be put in place around their contingent workforce program, but the biggest challenge would be the change management from a cultural perspective. A great deal of education and trust building would be required to maximize program adoption among suppliers and hiring managers.

CASE STUDY

SOLUTION

The AgileOne MSP team set out on a road show to build solid relationships with suppliers and hiring managers. Their goal was to educate all stakeholders on the parameters of the program—which was now mandated by procurement for all IT contingent labor spend.

City by city, the AgileOne team worked to demonstrate the value of the MSP program for hiring managers in terms of cost, efficiency, quality and management of co-employment risk. They established processes and procedures, answered questions about the technology, and illustrated how the program would help hiring managers focus more on their critical business objectives instead of finding talent.

When dealing with the suppliers, AgileOne established markup and pay rate standards, service level agreements, and policies to minimize the disruption for hiring managers. The team conducted an RFP (request for proposal) among the supply base to identify the best performing staffing companies that would become the top tier vendors for the program. For these 10 companies, the changes to the program created a mutual value and increased their engagement.

RESULTS

In the first year of the new IT contingent labor strategy, spend within the category increased 28 percent. In addition, the number of users who adopted the program has increased by 31 percent, demonstrating the increased compliance throughout the organization.

Within two years of program launch, AgileOne MSP team successfully brought all IT staffing suppliers under one centralized program with greater governance and less rogue spend. Participating suppliers are more engaged and enjoy having the single point of contact from which to gain regular insight on requisitions and feedback on candidates. The vendor-neutral program provides a competitive yet nurturing environment to do business.

About AgileOne

AgileOne's consultative approach solves workforce challenges by combining innovative talent procurement technologies and programs, with experienced industry professionals to deliver a suite of total workforce solutions. We maximize the value of our customers' workforce, decreasing liability and overhead associated with human capital management.

