

ASIA PACIFIC

Page Project Outsourcing

Providing tailored solutions for your high-volume hiring

PageGroup



Page Project Outsourcing

PageGroup Asia Pacific is more than just a recruitment company – we are able to act as a true business partner, offering comprehensive and specifically designed talent sourcing and recruitment project management solutions to meet recruitment objectives at many levels and across multiple countries.

With 23 offices and over 1,200 employees in the Asia Pacific region, combined with networks and databases that have been established for over 30 years, we offer an unparalleled reach in terms of size and quality. Additionally, our cutting-edge sourcing strategies will be able to help you exceed your recruitment goals in a time and cost-effective manner.

Page Project Outsourcing (PPO), created to meet the growing demands of our clients, leverages the internal capabilities of our elite recruitment specialists in offering customised solutions for your organisation's high-volume hiring and specific project recruitment needs.



“ With their professional screening and advice on the Hong Kong labour market, we managed to find and fill all roles (15 junior to senior roles) at our new branch with high calibre and experienced candidates and all within our target schedule in a short period of time. ”

The working team understood our Bank's background, business nature, and was fully aware of our recruitment requirements. They have shown their expertise and professionalism in acting as our sole-agent. Indeed, their services and results are always delivered with a pleasing high standard of satisfaction.

Deputy General Manager, Sumitomo Mitsui Trust Bank



Our service

We ensure that we understand your recruitment needs better than anyone else.

We recognise that businesses can go through considerable changes in a short timeframe for reasons such as involvement in startup launches, scaling a shared services hub or shifts in business environments. These may result in the need for larger scale recruitment programmes involving multiple roles at different levels.

Through our PPO services, PageGroup can help make a difference with these campaigns. Leveraging our recruiting expertise and regional knowledge of our people, we can design and execute solutions.

You may have needs that stretch beyond the boundaries of the Asia Pacific region and if that is the case, we would be delighted to discuss how we can use our global network to help you achieve your goals.



Our approach

Listen, understand, design, execute and follow up. Our recruitment experience and talented recruitment professionals are key to our targeted and tailored consulting services. Whether you are a very small business, a small and medium-sized enterprise or a large corporation, we provide one-off and long-term support for a range of talent acquisition needs by designated experts to your company tasked with fulfilling your sourcing requirements.



Defining your needs

This step consists of establishing your specific needs and understanding the job profiles you need to meet your expectations. At the end of the brief, we will design and recommend customised solutions to manage your resources efficiently within your budget. By choosing PPO, you will benefit from the value-added expertise of our entire group, and enjoy a truly unparalleled local, regional and global experience.

A dedicated expert project leader

A PPO manager will be your dedicated point of contact for the duration of the project. They will work to have a deep understanding of your core business needs, your organisation and your culture. As recruitment experts, we will optimise your recruitment and mobility processes, and recommend the top talent to help drive your current and future strategy.

An excellence-driven approach

To ensure total transparency, we put in place a reporting system and efficiency indicators to ensure we are meeting agreed objectives.

Dedicated support

There will be a project manager for the lifecycle of the project, along with as many additional resources as are needed to meet deadlines and goals.

Diverse sourcing strategy

We are able to search for and produce quality candidates via our robust databases and talent identification strategies involving social media, job boards, targeted search and our regional and global networks.

True global reach

Multi-country databases, international search and sourcing capability, combined with genuine local expertise.



An individual plan

We will create a project plan from the ground up with delivery dates, committed timelines and full reporting accountabilities that suit you.

Outcome-oriented

We agree clear outcome and timeframes and deliver.

Transparent and result focused pricing

No 'hidden costs' and a focus on results, using a flexible cost model that is tailored to your needs and linked to achieving your goals.

“ As a highly qualified consultancy team, Michael Page provides professional and efficient service in recruitment and human resource services. They are always proactive, meticulous and result-oriented. They have great sense of client's need and deliver candidates of high calibre. ”

Catherine Hong, Head of HR, Pure International

Our team of experts

Our Page Project Outsourcing (PPO) experts are all trained in the methods and tools of PageGroup, whose expertise in recruitment is well-known in Asia Pacific and throughout the world. The PPO team is made up of the following:

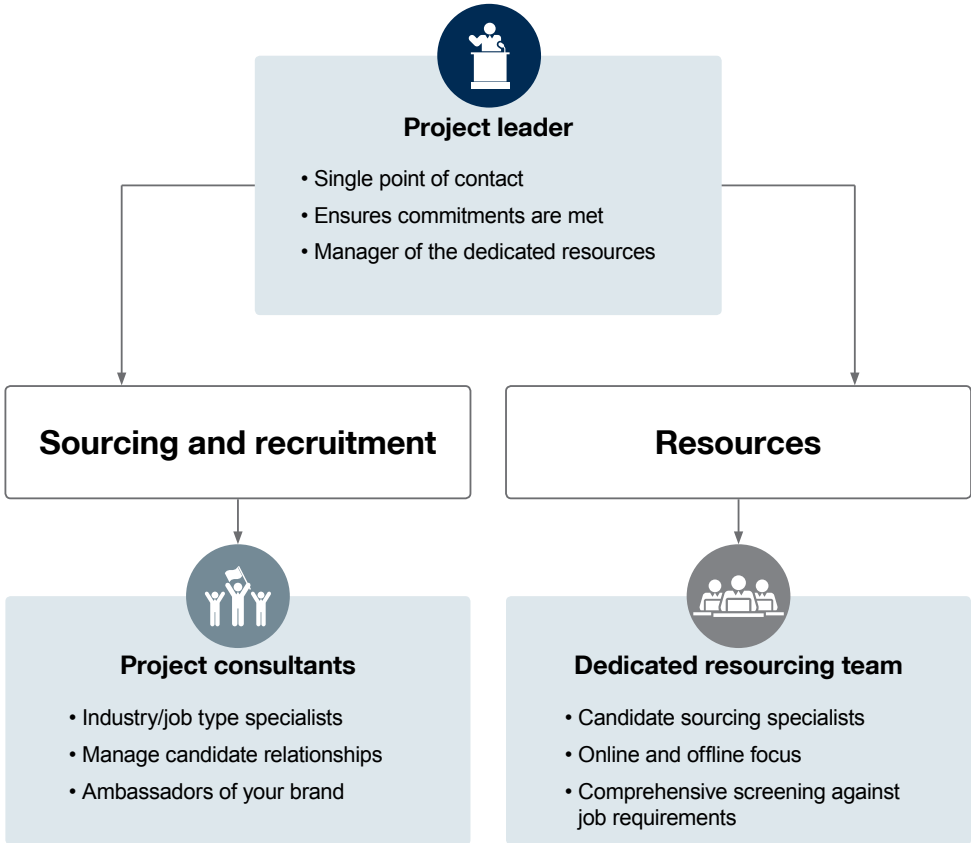
1. Project leaders are appointed for their qualifications, their work history and their experience within the Group. They are the leaders of committed teams and are responsible for:

- Teams' activity (understanding of the positions, pace of the searches, sending CVs, monitoring interviews with candidates)
- Quality of the presented candidates
- Development of and compliance with the forecast schedules
- Introducing, presenting and analysing any qualitative and quantitative reporting that has been agreed
- Permanent and transparent communication among the stakeholders to establish a relationship of mutual confidence
- Quality control and clients' satisfaction for each of the projects
- Maintaining and constantly improving the partnership between their clients and Page Project Outsourcing

- Listening to any feedback regarding areas for improvement and implementing corrective action.

2. Project consultants are selected for their familiarity with the specialisations to be filled, using sourcing and selection techniques relevant to the level of the position. They take the role of adviser at each stage: providing an understanding of the positions and the profiles, executing sourcing strategy, interviewing with and evaluating the candidates, presenting resumes and other candidate information. They are able to help and coordinate professional behaviour tests and aptitude assessment tests if required.

For your support services, PPO appoints a dedicated project leader to be one clear point of contact for you.



Our PPO successes in Asia Pacific

It is what we do, not say, that determines our success. We are proud of our track record in working with many companies to successfully meet their recruitment challenges. Our recruitment methodology is robust and proven in across countries and cultures, and can be customised to fulfil your organisation's needs.

The case studies on the following pages showcase a variety of recruitment challenges that we have helped companies overcome.



“ Michael Page was a valuable partner to building our expanding team in China. ”

We had a dedicated account manager who managed a team of cross-functional consultants in Michael Page to ensure the successful delivery of our recruitment needs, as well as providing us with the best quality talent in the market. Michael Page truly worked in a collegiate way, providing key market insights and taking the time to understand our business.

Pritesh Modhvia, EMEA Resourcing Business Partner of ACE Group

CASE STUDY

GLOBAL TECHNOLOGY COMPANY ASIA PACIFIC



Background

A global technology leader had a large number of contract positions for project-based work which needed to be filled.

Approach

Having the flexibility to handle various project-based recruitment services, PageGroup offered an end-to-end sourcing solution for the client. This included presenting a wide pool of qualified candidates and creating a streamlined payroll process across Asia Pacific.

A dedicated account management team, which acted as a central point of contact across all business functions in Asia Pacific, was assigned to the client. This move ensured that the recruitment campaign — from the sourcing to the offer stage — would be successfully managed throughout the project's duration.

Results

Over 380 positions across Asia Pacific were successfully recruited for since we partnered with the company. The positions varied from technology professionals (IT engineers, Business/Data analysts and technical support) to generalists (marketing, finance, customer service and administration).

380+ positions across Asia Pacific for this
global technology company

EUROPEAN CONSUMER COMPANY INDIA



Background

A European consumer company had just entered the Indian market and invested substantially in the set-up of a manufacturing facility. They needed to quickly build a management team to help develop and expand the business. This project required speed, an ability to hire professionals across multiple locations in India, and access to experienced yet entrepreneurial candidates. Additionally, the company had also wanted to build up their brand (which was still relatively unknown in India) and appeal during the search process.

Approach

These challenges were addressed using a comprehensive web advertising campaign that Michael Page executed. An account manager, with close to 10 years of experience in the consumer industry, headed the campaign. His extensive experience had allowed him to identify suitable candidates for each role. There was also close coordination among the MP offices in India during the campaign, enabling a smooth hiring process.

Results

We filled 12 positions, ranging from entry level and management to CXO-level roles, across sales, account management, marketing and human resources, in five locations. The organisation has subsequently grown its business and built up a robust brand in the Indian market.

This project required speed, an ability to hire professionals across multiple locations in India, and access to experienced yet entrepreneurial candidates.

MULTINATIONAL RETAIL BUSINESS AUSTRALIA



Background

When a multinational retail business opened its first Australian store in Melbourne in April 2014, PageGroup was exclusively appointed to recruit for their local team. We were chosen because of our strong track record with their United Kingdom business, the strength of our network in Sydney's retail space and our specialisation and expertise.

Approach

A dedicated account director and project manager, together with a team of consultants, were appointed to work on the project.

We also had to develop a project timeline that would see the successful placement of 15 candidates who could start work on the same day. This was to ensure that all employees could be onboarded at the same time and be part of the store opening's planning and execution. Candidates were sourced through rigorous database and targeted searches, online advertising, and networks and referrals.

Results

All 15 positions, including a senior store manager, an assistant store manager and 10 visual merchandisers, were recruited within the timelines agreed for each role.

The recruitment campaign was completed across an eight-week period with all staff commencing their training on September 1. All candidates are still employed by our client and have received excellent feedback about their contribution to the business.

This project was viewed as a huge success by our client and, as a result, we have continued to recruit additional roles for their Australian business in the customer service and property sectors. We have also remained as their exclusive preferred recruiter during the roll-out of other stores nationwide.

A dedicated account director and project manager, together with a team of consultants, were appointed to work on the project.

INTERNATIONAL BEVERAGE COMPANY AUSTRALIA



Background

An international beverage company in the wine and spirits industry, which was in the process of setting up operations in the Australian market, invited PageGroup to help support their recruitment needs.

We were selected as the company's exclusive partner based on factors including our specialism and expertise across all core business functions and levels, track record of success at managing complex, national campaigns and the depth of our candidate network within the fast-moving consumer goods market.

Approach

A dedicated account management team, which included 10 recruiters and an account director, was put in charge of the project.

Strategies included:

- Writing job descriptions, candidate profiles and benchmarking salary packages for all positions
- Developing a project timeline which focused on three recruitment cycles and the coordination of all interviews and flights for candidates in and out of Sydney for the regional positions as the hiring managers were unable to travel due to time constraints
- Sourcing of candidates through database and targeted (for senior roles) searches as well as online and print advertisements

Results

All 14 positions were successfully recruited for within the given timeframe of three months, with every candidate commencing their role five months into the start of local operations. The 14 roles included eight in sales, two in marketing, two in customer service, one in office support and one in supply chain/logistics.

Geographically, placements were made in New South Wales (head office), Victoria, Queensland, South Australia and Western Australia. All placed candidates are still employed.

GLOBAL INSURANCE COMPANY CHINA



Background

A global insurance company had approached PageGroup for assistance when planning a split from their strategic partner in China – the insurer had decided to transfer their business to another platform. One of the challenges we faced was the tight timeline and preserving confidentiality as candidates would receive the full employer brief only at the offer stage.

Approach

PageGroup was asked to exclusively recruit local staff across all functions – finance, compliance, claims, underwriting, policy issuing, account handling, IT, administration and HR. Some of these positions were considered niche in the market and we had to source for candidates outside our database.

A key account manager, together with a team of consultants, was assigned to the campaign. Candidates were sourced through extensive database, network and referral searches. We also assisted the clients in developing market-competitive pay packages.

Results

We managed to recruit 15 positions within 10 weeks across different disciplines, including financial services, IT, admin and HR.

PageGroup was asked to exclusively recruit local staff across all functions – finance, compliance, claims, underwriting, policy issuing, account handling, IT, administration and HR.

MULTINATIONAL GROCERY RETAILER CHINA



Background

PageGroup was selected as the exclusive recruitment partner for a multinational grocery retailer which had embarked on an aggressive recruitment drive in Asia. The project involved recruiting for a mixture of roles, from junior officers through to senior executives across the finance, sales, marketing, HR and operations functions. Timelines were tight and both local and international sourcing channels had to be used, as per our client's request. Recruitment activity was eventually concentrated across three regional offices.

Approach

We established a dedicated team of three senior managers, supported by experienced consultants, to work on the recruitment campaign. A tailored solution, which included candidate sourcing, pre-selection, assessment and candidate care was introduced.

Primary strategies included:

- Sourcing for qualified candidates on PageGroup's global database
- Targeted searches
- Placing job advertisements on PageGroup's Asian websites, relevant job boards, social media and other relevant mediums
- Networking proactively to source for candidate referrals
- Running candidate-briefing sessions within our offices where interested professionals were given an overview of the company structure, relevant market information, full job profiles and benefits, and an explanation of the hiring process.

We also delivered weekly reports to our client about each position's recruitment status and opened our meeting rooms for them to conduct interviews with the shortlisted candidates. Following interviews, all candidates were given feedback within 24 hours.

Results

PageGroup filled over 50 positions within a six-month timeframe across a number of different locations in China.

GLOBAL RETAIL AND INVESTMENT BANK HONG KONG



Background

A global retail and investment bank was in the process of embarking on a Know Your Customer (KYC) exercise, a compliance process that verified the identity of their clients. They needed about 100 experienced temporary candidates in Hong Kong to support this project.

The bank already had a preferred supplier agreement (PSA) in place with six recruitment agencies, but the agencies were unable to find suitably-experienced candidates who were willing to take on this short-term contract.

We were approached by the bank three months into the project as the six agencies had exhausted their supply of candidates.

Approach

This was our first time recruiting for the bank's contract roles. We used our local database to search for candidates who had the required skill sets and promoted the benefits of contracting to these candidates. Some of these candidates had already been approached by the other agencies and rejected the opportunity. However, after talking to us, they were willing to consider the job. At PageGroup, we recognise the need to be brand ambassadors for our clients.

Results

We recruited 15 KYC contractors for the bank in less than a month and, through this process, have forged an ongoing relationship.

At PageGroup, we recognise the need to be brand ambassadors for our clients, going beyond the role of 'order-takers'.

MULTINATIONAL PHARMACEUTICAL COMPANY HONG KONG



Background

A leading multinational pharmaceutical company which had decided to expand operations into Hong Kong approached PageGroup to help meet their recruitment needs. At that point, our client's largest challenge was establishing and promoting their employer brand in Hong Kong, which was why they wanted to partner with a recruitment partner that possesses a strong brand and has a positive reputation in the healthcare industry.

Approach

PageGroup was asked to assist with finding an experienced local management team to support the senior executives that would transfer to Hong Kong from the company's other office locations.

We executed a tailored recruitment strategy that included the following:

- Extensive database and targeted searches
- Advertising via reputable partners in print and online mediums (Google Adwords, LinkedIn, Facebook and premium positioning on Michael Page websites)
- Networking and referrals

PageGroup's database already had a large number of high quality individuals that would be a good fit for the roles. As we had previously worked with our client in China, we already had a sound understanding of the organisation and were able to use this knowledge to put together a brief that could be presented to any interested candidate.

Results

We managed to recruit, within a very short period of time, three senior candidates who had extensive experience within the Hong Kong healthcare industry and had previously worked alongside senior staff who were seconded from China. We then worked with them and other leaders to recruit 18 roles within the organisation. We remain in close contact with our client and the Hong Kong team is currently stable, achieving corporate objectives, and has successfully penetrated into the medical and OTC markets.

INTERNATIONAL OIL AND GAS COMPANY MALAYSIA



Background

We partnered with an international oil and gas services company on a large-scale campaign which required us to source high-quality candidates from multiple geographic regions for their newly established finance hub based in Kuala Lumpur, Malaysia. We designed and executed an extensive recruitment campaign targeting high-calibre candidates from specific countries in Europe, Middle East and Africa.

Approach

In order to effectively execute this complex campaign, Michael Page designed an in-depth candidate sourcing strategy which included:

- The creation of a campaign mini-site — a bespoke recruitment website which included client branding
- Placing advertisements on all relevant Michael Page websites in the targeted countries
- A targeted campaign on LinkedIn
- Placing advertisements on a large number of relevant local and regional job boards
- Sourcing potential candidates from the PageGroup's global database

Sourced candidates were thoroughly screened and Michael Page long-listed more than 100 potential employees, across 23 different nationalities, in just six weeks. These candidates were invited to undertake several online psychometric tests. Successful candidates were then presented to the client for further interview rounds.

Results

This recruitment campaign was challenging due to its broad geographical coverage, scale, timelines and multiple time zones.

A total of 15 candidates were successfully hired. Impressed by the results and our quality of service, the client appointed Michael Page to execute two additional campaigns which also required large-scale and international sourcing (both of which have since been successfully completed).

GLOBAL PHARMACEUTICAL AND HEALTHCARE COMPANY MALAYSIA



Background

A global pharmaceutical and healthcare company was looking to expand its team in the Asia Pacific region across a three-year period. As part of this expansion plan, an Asia Pacific Business Service Centre (BSC) would be established in Petaling Jaya, Malaysia. They wanted to work closely with an international recruiter who could assist them not just with the implementation, but also as an on-going partner.

Approach

We established a dedicated team of consultants to support the campaign. Our strategy included:

- Online advertising across the Malaysian job boards and PageGroup's Asian websites
- Conducting a thorough database search
- Proactive networking and candidate referrals

Feedback was given to clients and candidates within 24 hours of any interview. We also made it a point to work very closely with the company's hiring managers to ensure that candidates were a strong cultural fit.

Results

As a premium recruiter, we were able to assist our client in filling over 35 roles for the BSC. Of particular note, when our client's consumer healthcare division went through a significant structural change, we were given short notice to recruit for several supply chain professionals and handled this request successfully. This very positive relationship with our client still continues in Malaysia and across the globe.

We also made it a point to work very closely with the company's hiring managers to ensure that candidates were a strong cultural fit.

GLOBAL CONSUMER PRODUCTS BRAND SINGAPORE



Background

A global consumer products brand which was setting up their Asia Pacific regional office in Singapore had needed to hire over 50 mid to senior-level professionals across a range of different functions. They were looking for a cost-effective, one-stop solution that would provide quick and targeted access to high quality candidate profiles.

Approach

After a meeting with our clients to understand their needs and requirements, we appointed a team of specialist consultants, including a dedicated project manager, who could best support and manage recruitment activity across all functions. We also developed targeted advertising solutions that included a minisite, a Google AdWords campaign, strong social media promotions encompassing both LinkedIn and Facebook, and targeted advertising across a large number of local and regional job boards.

For each vacancy, our specialist consultants met with both the client's HR business partner and the position's hiring manager to achieve alignment on candidate profiles and timelines. We also organised dedicated recruitment days at our centrally-located office to streamline and speed up the recruitment process. This activity allowed us, as well as clientele representatives, to assess a large number of candidates.

Results

We successfully filled 53 vacancies in Singapore in 15 months and have now placed well over 100 candidates with our client in multiple locations.

150+ positions successfully filled across multiple locations

GLOBAL RETAIL BANK SINGAPORE



Background

A large global retail bank had approached PageGroup to recruit at least 25 relationship managers in Singapore with a request to complete the project in eight weeks. We had previously worked with this client and they were confident that our specialised teams and strong candidate sourcing and selection expertise would address their needs.

Approach

A dedicated team, including a consultant, researcher and account director, was promptly formed to partner with the client. We worked closely with the bank to design a customised candidate-sourcing process, where potential employees were assessed using a matrix system.

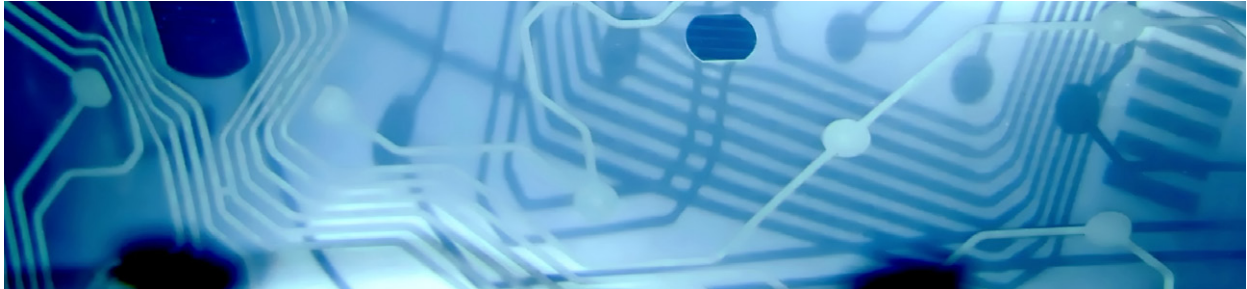
Progress reports, which included candidate information and anticipated challenges, were shared with the client at each stage of the hiring process. Internally, the team also employed strict work processes to ensure an on-time completion of the project.

Results

We were able to exceed the client's expectations and hired 28 relationship managers. We were also able to hire new relationship managers for the bank following the project's completion.

We worked closely with the bank to design a customised candidate-sourcing process, where potential employees were assessed using a matrix system.

MULTINATIONAL TECHNOLOGY COMPANY TAIWAN



Background

A North American Recruitment Process Outsourcing (RPO) firm approached PageGroup to support its hiring needs following its partnership with a multinational blue-chip technology company. The newly-established partnership had planned to launch and expand several new business units in Taiwan.

PageGroup was selected as the preferred partner due to its global brand, unrivaled service delivery, as well as on-the-ground local market knowledge and network. They were confident PageGroup had the knowledge and resources to support a high profile and strategically-important project.

Approach

A dedicated team, with an account director, was assigned to the project. Designated consultants were also placed in the client's office to help manage the relationship with the RPO company as well as the technology firm.

The project lasted over six months and spanned all stages of the recruitment process — from brief to offer and post-placement follow-up. The project also included the extensive sourcing for candidates through online advertising and the creation of a mini-site; online testing; and conducting competency-based interviews and presentations.

Due to the technology firm's vast international presence, the team had face and overcome the challenge of managing the project across different time zones as well.

Results

All six positions were filled according to plan and schedule — all candidates are still employed by the partnership to date — and PageGroup was also invited to support the entity in its future hiring needs.

INTERNATIONAL BEVERAGE COMPANY INDONESIA



Background

To support its expansion plans in Bali, a leading international beverage company approached us to recruit for its senior management team as well as other team members. The company had worked with Michael Page for their previous recruitment needs in Southeast Asia and wanted to again leverage our expertise to overcome the challenges of being an alcoholic beverage company in a Muslim country. Our client also needed a recruitment partner that could offer them some competitive insight into their salary structure and the city's talent pool.

Approach

A dedicated account director was assigned to the client. In addition to conducting market surveys, we also ran three separate advertising campaigns to gauge the factors that would attract quality candidates to move to Bali for work. We provided a rigorous overview of key market dynamics and worked to position our client as a global multinational company, rather than an alcoholic beverage firm. Candidates, particularly research and development, finance and supply chain professionals, were sourced through rigorous database and targeted searches, online advertising, extensive networks and referrals.

Results

The company's market surveys and online advertising campaign have been successfully completed. Recruitment for the other roles, which the company has requested confidentiality for, is still underway.

GLOBAL MEDICAL DEVICES COMPANY INDIA



Background

An Australian medical devices company wanted to launch their business in India and were looking to expand their sales team across India by hiring 20 to 30 mid-level sales managers within six to seven months.

Approach

After meeting with the client leadership team and understanding their timelines and requirements, our dedicated account management team designed a hiring plan that involved identifying regions with a limited candidate pool, compiling the company's main selling points and mutually agreeing on the most effective way to attract the right talent.

As the client's brand was still relatively new in India, the team dedicated a week with their client at their office to gain an in-depth understanding of their business which assisted in deciding the best way to position the company brand to potential candidates i.e. mid-level sales managers with eight to 10 years of experience.

The client was impressed by our deep-rooted understanding of the medical devices market and were convinced that we would be the right 'partner' rather than the right vendor so they engaged us for the first stage of the project. We used a holistic hiring approach that included:

- Mapping talent that was available in each location
- Arranging interviews directly with client's HR for better conversions of high potential but passive candidates
- Working end-to-end from initial screenings to offer management

Results

We successfully placed 12 sales manager positions in the first three months. The client then invited us to complete the next stage of the project which was to recruit 10 to 15 sales managers as well as some other marketing positions.

CASE STUDY

FISH AND SEAFOOD WHOLESALING COMPANY CHINA



Background

When one of the world's leading fish and seafood wholesaler wanted to set up an operations hub in China, PageGroup was exclusively appointed as their partner to head the office set up and provide their overall recruitment needs.

Approach

Due to the language requirement, niche industry preference and tight on-boarding timeframe, this was a challenging assignment.

For the recruitment of the General Manager and China Finance Manager, we assigned a senior consultant and established a roadmap which covered each stage of the recruitment process. We advertised online across China and Hong Kong job boards and our Asia websites, conducted a comprehensive database search and utilised proactive networking and candidate referrals. We held face to face interviews and candidate assessments and provided a shortlist to the client within three days. After which, we will be assisting with the final interviews, candidate selection and on-boarding process.

For the recruitment of management and all other staffing positions, we established a dedicated team of six consultants across Beijing, Shanghai and Guangzhou and agreed on a roadmap which covered each stage of the recruitment process. We designed a customised Asia Pacific hiring website with the client's branding, advertised online across China job boards and our Asia websites, conducted a comprehensive database search and utilised proactive networking and candidate referrals. We held face to face interviews and candidate assessments and provided a shortlist to the client within three days. After which, we will be assisting with the final interviews, candidate selection and on-boarding process.

Results

We have had very positive feedback from our client regarding our engagement and recruitment processes so far. We are hoping to report a successful result at the completion of this project.

CASE STUDY

GLOBAL INVESTMENT BANK CHINA



Background

A global investment bank have recently established a software development centre in Guangzhou to support their global banking & market (investment bank) business. They envisage hiring 700+ new employees across 2017 and are planning to transfer most of their global GBM IT functions to China and India.

Approach

PageGroup was selected to partner on the initial stage of the project in May 2016, which focused on a prioritised list of 80+ positions, ranging from junior software engineers through to senior architect/project managers. We assisted our client in structuring their new project recruitment methodology, where our dedicated team, which includes an account director, account manager, a senior consultant and three specialist consultants, would take the lead in the hiring process up until offer stage. Our project team provides weekly reporting, regular calls with HR in the UK, Hong Kong and China and dedicates two half days onsite for meetings with line managers.

Results

It has been a very successful project so far, with our team placing 130 candidates across China from May to December 2016.

LEADING HOSPITALITY/ENTERTAINMENT GROUP HONG KONG



Background

A leading global leisure, entertainment and hospitality enterprise, with core competencies in both land and sea-based businesses approached PageGroup with a project that would require the recruitment of 60 to 70 experienced customer service and outbound sales employees to set up their new membership contact centre in Hong Kong. PageGroup was engaged and we assigned a team of four consultants to be dedicated to this project.

Approach

Our team met with the client to gain a deeper understanding of the project, their specific needs and requirements. It was one of the largest volume hiring projects within the sales and marketing team so we executed a volume-driven recruitment strategy that included the following:

- Advertising via reputable job board partners as well as across PageGroup websites
- Networking and referrals
- Extensive database search targeting candidates that were available immediately

The appropriate candidates were put forward for a face to face interview with the HR team and line managers. These interviews involved basic screening questions and situational-based questions in small group settings.

Results

PageGroup has successfully placed 33 candidates as of March 2017. The project is still on-going until mid Q2 and we expect to see more positive results.

Contact Us

Australia

Sydney, Chatswood, Parramatta, Melbourne,
Wheelers Hill, Brisbane and Perth
enquiries@michaelpage.com.au
www.michaelpage.com.au

New Zealand

Auckland
enquiries@michaelpage.co.nz
www.michaelpage.co.nz

Hong Kong

Hong Kong Island and Kowloon
enquiries@michaelpage.com.hk
www.michaelpage.com.hk

Mainland China

Beijing, Guangzhou, Shanghai,
Shenzhen and Suzhou
enquiries@michaelpage.com.cn
www.michaelpage.com.cn

Taiwan

Taipei
enquiries@michaelpage.com.tw
www.michaelpage.com.tw

Japan

Tokyo
enquiries@michaelpage.co.jp
www.michaelpage.co.jp

Singapore

enquiries@michaelpage.com.sg
www.michaelpage.com.sg

Malaysia

Kuala Lumpur
enquiries@michaelpage.com.my
www.michaelpage.com.my

Indonesia

Jakarta
enquiries@michaelpage.co.id
www.michaelpage.co.id

Thailand

Bangkok
enquiries@michaelpage.co.th
www.michaelpage.co.th

India

Mumbai and Delhi
enquiries@michaelpage.co.in
www.michaelpage.co.in

Rest of Asia

Serving the ASEAN region including
Philippines, Thailand, Vietnam and Myanmar
enquiries@michaelpage.com.my
www.michaelpage.com.my

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