

OUR PROPOSAL

**BRING THE FUTURE FORWARD**

 peoplescout™  
A TRUEBLUE COMPANY

**V O L V O**

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**V O L V O**

Thank you for the opportunity to respond to your Request for Quotation (RFQ). We admire your history, identify with your values and are excited by your strategic sustainability aims. You're a destination client for PeopleScout. We believe we have the unmatched diversity of expertise, technology and ideas to capture your brand power and provide you with the very best, diverse talent across Sweden, while ensuring all candidates, whether successful or not, experience a memorable and supportive recruitment experience.

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### **Bold is the way forward**

Your strategic aims are about as bold as they come; the goals of being fully electric by 2030, carbon neutral by 2040 and, ultimately, the ambition to radically change the automotive industry and make sustainability and safety the key foundations for future development. We want to be the trusted, strategic RPO partner that helps you achieve this.

### **Excited by innovation**

You'll need the very best technology and engineering skills across Sweden and the rest of world; skills that can advance electrification, develop autonomous drive technology and deliver the next level of safety for people in and around cars. You need people who are excited and motivated by the technological and sustainability challenges facing the automotive industry, and society at large, and people who possess the expertise to contribute to building a greener, safer society. This is where PeopleScout can make the difference.

### **It starts with intelligence**

Every solution we deliver is built on deep insight and unrivalled market intelligence. We understand the wider challenges you're facing. The Swedish economic market is currently in flux. The economy is improving but unemployment continues to rise, and there remains a persistent shortage of trained labour, particularly in skilled trades and technical fields.

There's also real competition for engineering and technology talent, particularly in Gothenburg, Stockholm and Malmö. Companies such as Saab, IKEA, Swedbank and Axis Communications are all seeking the technical and mechanical engineering skills you need. A transactional, standardised recruitment process, based on salaries and generic role descriptions, won't bring you the talent you're looking for. What will prove irresistible to the right talent is the opportunity to shape the future of mobility.

### **RPO like nowhere else**

At PeopleScout, we look at RPO differently. We make every touchpoint on the candidate experience impressive and memorable. Your reputation as an employer is our priority number one. As our track record proves time and again, get that right and the performance of every other element of our solution is optimised. We put creativity and innovation at the heart of everything – we have EMEA's largest and most awarded recruitment communications and branding agency (TMP Worldwide) in our PeopleScout family. Nobody has a talent advisory team with the reach, scale, knowhow and innovation we do. Our market-leading experts have built brand-led recruitment solutions for some of the largest organisations in the world, from Maersk to Rolls Royce to Ericsson.

### **Expertise at your fingertips**

We mean it when we say Volvo is a destination client; we'll provide a solution that maximises your brand, your strengths, your values and your leading position in driving the automotive industry into the 22nd century. Our nimble, innovative, expert-rich approach is about sourcing great talent not just to join your organisation, but to stay. We'll provide the brightest minds from the whole of PeopleScout to deliver on our commitments:

- Dedicated, in-country, account management professionals who'll partner with you on every step of the journey.
- Fully scalable and flexible recruitment teams who'll deliver the best talent when you need.
- Market Insights teams who'll provide a wealth of data to shape our strategies and support Volvo's strategic ambitions.
- Technology specialists who'll build bespoke careers and testimonial sites that will make Volvo stand out from the competition.
- Film makers, photographers and copywriters who'll craft impactful, thought-provoking and attention-grabbing content that best represents your competitive advantage.
- Recruitment Marketers who'll ensure this tailored content is promoted through the right channels to engage the most diverse, impressive and appropriate talent audiences – both active and passive.



## The experience is everything

Our entire solution will be driven by market leading technology that will optimise, streamline and digitise administration as much as possible, enabling Volvo to focus on day-to-day business and enabling our teams to focus on delivering a quality candidate experience. Your solution will also be underpinned by robust candidate engagement at every step of the recruitment journey. We really appreciate that potential candidates are also potential consumers for Volvo. We'll provide a service that will ensure all candidates, whether successful or not, enjoy their experience with Volvo. Because what those candidates who complete the recruitment process are thinking, feeling and sharing about Volvo is vital to your ability to attract the long-term talent your ambitions demand.

Overall, we'll provide Volvo with a solution centred on:

- **Brand:** Building a dynamic employer brand that will attract candidates to Volvo, not the roles advertised.
- **Pace:** Moving at pace to implement our solution and building talent pools for rapid talent deployment.
- **Quality:** Deploying experienced people and proven processes to deliver consistent high performance.
- **Agility:** Flexing resource, across all areas of our business, to support new projects and sudden demand.

We look forward to you reading our tender and, hopefully, meeting with you in Gothenburg, to really bring our solution to life in person.

### Volvo microsite

We have created a microsite to accompany our response which houses our research, videos, solution diagrams and a copy of our tender document. We have created this to demonstrate the importance of this opportunity to us and our commitment to serving as your strategic RPO partner.

Please find the link [here](#).

### James Chorley

Talent Solutions Director





# COMPANY OVERVIEW

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## What we do

We are one of the **world's largest RPO providers**. Annually, we recruit **350,000+** direct hires, manage **25,000+** contractors and create over **£46,000,000** worth of recruitment marketing for **1,000+** clients across the globe. Over the last five years, we have worked in over **70** countries and are proud of our **97%** client retention rate. Our business comprises thousands of highly skilled recruitment professionals, operating across the globe, with headquarters in Chicago, Sydney and London and global delivery canters in Toronto, Montreal, Bristol, Krakow, Gurgaon and Bangalore.

For over **30 years**, our recruitment strategists, thought leaders, psychologists and operational experts have helped our clients cut through the complexity of RPO – telling it like it is and redefining what it means to be a true partner. Our unique approach combines market intelligence, creativity and technology to deliver award-winning RPO solutions, connecting organisations of all sizes with top-notch talent around the world. Steeped in machine learning and AI, our global teams of thousands of recruiters are helping our clients harness the power of data, drive decisions and create more sustainable talent strategies for future business growth.

## Why we're different

At PeopleScout, smart minds, relentless energy and great ideas come together to delight, surprise and convince candidates the world over. And we've made the industry sit up and take notice too. Our track record of recent award wins is second to none:

- 5-time Leader in Everest Peak Matrix Leader for Global RPO.

- 14-time Leader in HRO Today's annual RPO Baker's Dozen Customer Satisfaction Rating.
- 13-time Leader in HRO Today's annual MSP Baker's Dozen Customer Satisfaction Rating.
- 6-time Leader in HRO Today's annual Total Workforce Baker's Dozen Customer Satisfaction Ratings.
- RAD Awards 2024 winners in Candidate Experience and Visual Craft.
- TIARA Talent Solutions Awards Europe 2023 winner of Talent Provider of the Year.
- 5-time Leader in Nelson Hall's NEAT Vendor Evaluation for RPO and Total Talent Management.

According to Nelson Hall, this is what helps us stand out:

- Our **track record** in delivering RPO solutions for thousands of clients across the globe, this includes our deep-rooted experience in delivering services within the automotive industry, for clients including Rolls Royce, Goodyear and Scout Motors.
- Our **business transformation strategy** which applies learnings from market trends and client behaviour to develop near- and longer-term RPO products and service offerings.
- Our **broad range of RPO services and talent solutions**, which enable us to provide comprehensive solutions for any client challenges.
- Our **proprietary technology platform**, Affinix™, and **established third-party partnerships** which enable us to provide best-fit talent technology solutions.
- The **deep expertise in our Talent Advisory services**, including employer branding, recruitment marketing, talent insights, DE&I consulting, candidate assessment services and TA strategy consulting.





### **Talent Advisory capability**

A key advantage of selecting PeopleScout is our talent advisory capability. Through TMP Worldwide (our transformative digital and social employer brand and talent marketing agency), we deliver the full remit of talent advisory services, from employer branding research and insight, creative services, social strategy and agile social content through to media planning and buying and assessment services. All our services are enabled through technology, allowing clients across the globe to access futureproofed services, delivered with maximum efficiency.

### **Why we're valued**

We have some of the longest running client relationships in the industry. Our clients value:

- Our ability to deliver a partnership experience unlike that of any other provider in the industry.
- Our talent advisory capability and focus on enabling clients with market intelligence and insights to help them make fundamental decisions to support their business drivers.
- Our ability to generate tangible cost savings and reduce attrition, agency usage and time to hire – all underpinned by key performance metrics.
- Our ability to rapidly scale resources to meet any demand, via our Global Delivery Centres.
- Our focus on quality and commitment to delivering real results, underpinned by stretching targets, performance monitoring and client engagement sessions.
- Our ability to drive inclusive hiring through our brand-centric approach to talent acquisition.
- Our passion to enhance the candidate experience, through NPS monitoring and a cycle of continuous improvement.



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# OUR SOLUTION

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We'll provide an end-to-end RPO solution that will deliver all the services Volvo requires, from expertly crafted job postings and sourcing through to project management and employer branding support. Our fully scalable solution will be completely focused on promoting Volvo's employer brand. From attraction and selection through to candidate communications and onboarding, all aspects will be underpinned by proven methodology and award-winning candidate relationship and reporting software, which will drive quality candidate experiences and provide Volvo with full control and visibility over every element of service delivery.

You were very clear about your requirements. Our solution will meet each one head on:

- **Scalability:** Our solution will comprise flexible global resources and market leading technology, enabling us to build talent pools for ready deployment – rapidly scaling up during high-demand periods and scaling down during hiring pauses.
- **Integration:** Our solution will incorporate dedicated in-country personnel and Volvo preferred systems, enabling us to seamlessly integrate with your teams and use your technology.
- **Ownership:** Our solution will deliver all elements of the RPO process, end-to-end, governed by dedicated personnel who will be targeted on maintaining and improving, current service levels in recruitment, sourcing, and candidate experience.
- **Flexibility:** Our solution will include SMEs from our entire global business, from Recruiters and Coordinators to Digital Strategists and Employer Branding experts, enabling us to deliver the full remit of services for all growth hiring, such as building tech hubs, projects, and investments.

### Case study: The sky's the limit

All suppliers can state they'll deliver a market leading service. But we have the proof. Our innovative RPO solution, strategic client relationship management and market leading technology landed us the coveted Supplier of the Year award from London's Heathrow Airport in 2024. There was a longlist of hundreds, and this is the first time a recruitment partner has ever won the award. We were delighted with the win.

#### What was behind it?

We:

- Provided a dedicated, fully immersed team who act as an extension of Heathrow's own talent acquisition function.
- Worked with the client to completely re-engineer and enhance the recruitment process, thereby generating significant increases in the quality and quantity of hire.
- Introduced new candidate sourcing strategies to maximise inclusivity.
- Worked collaboratively with the client to build a Skills Academy to provide training and jobs to the local community helping Heathrow to give back to the community.

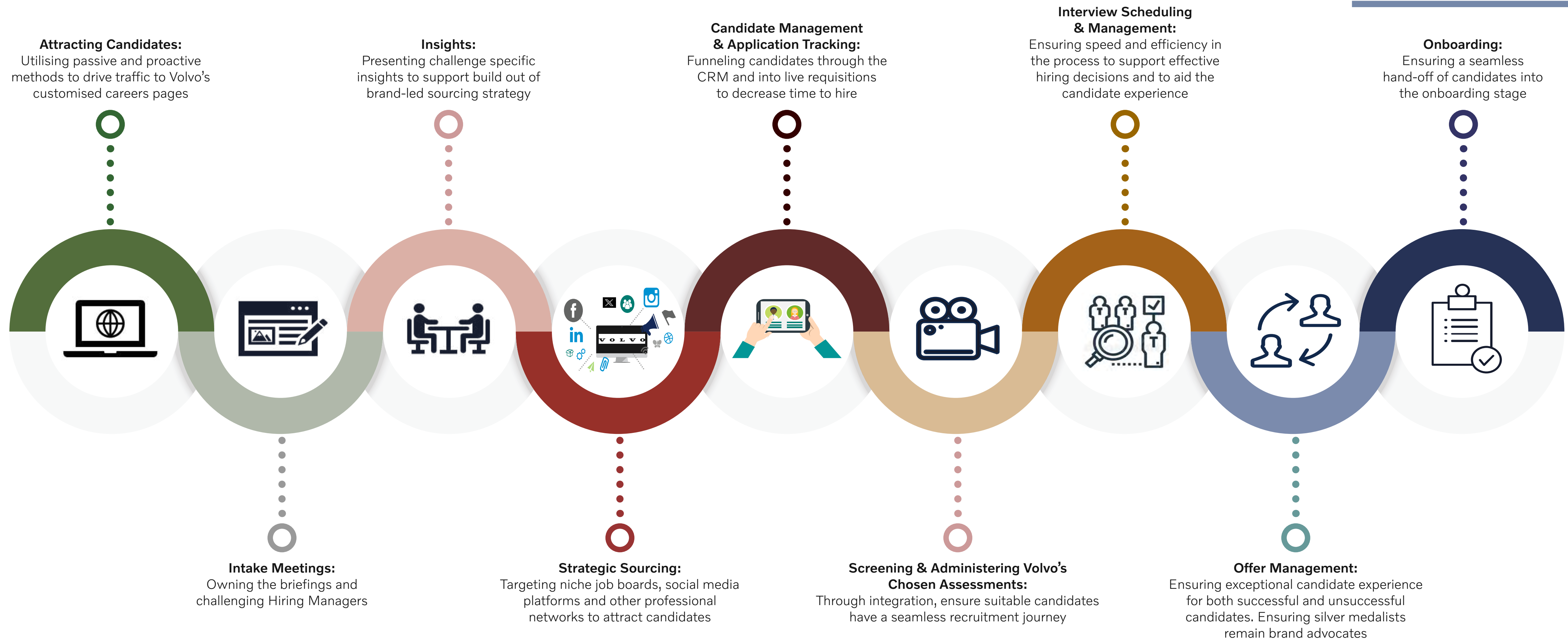
[Click here to listen to what the CEO of Heathrow Airport, Thomas Woldbye, had to say.](#)



## Our solution, in short

This is a bird's eye view of our core solution:

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We see every RPO challenge as a unique one. Volvo's will start with your goals not our process. We'll deploy ideas and best practice from our Talent Advisory business to build a solution that is truly bespoke. On contract award, we'll create a Volvo Steering Committee, incorporating experts from our Solutions, Account Management, Recruitment, Employer Branding, Market Insights, Digital Strategy, Creative and Technology teams, and chaired by your Executive Sponsor from our EMEA Senior Leadership Team.

The team will work hard to 'get under the skin' of Volvo. They'll:

- Hold **focus groups** with employees to understand why they like working for the company.
- Conduct a **social listening audit** to understand what potential candidates are saying about the business on social media and review sites to identify key strengths to promote.
- Complete a detailed **candidate journey diagnostic** to assess the strengths and weaknesses of the current application process and identify areas for improvement.
- Generate **market intelligence** to identify trends in Sweden and, specifically, in engineering and technology, that will inform our attraction strategies (such as relevant channels to use, relevant competitors to target, key messaging to promote).

Using this wealth of intelligence, our Solution Architects will refine and tailor our processes to ensure every candidate interaction, every service level target and every improvement initiative is completely Volvo focused.

We have conducted a short Candidate Diagnostic and generated Market Intelligence reporting as part of this tender exercise. We have provided these as attachments to illustrate the services we'll provide to you.



An aerial photograph of a paved road winding through a dense forest. In the upper left corner, a waterfall cascades down a rocky ledge. The road is flanked by tall evergreen trees, and a dark-colored car is visible in the distance on the road. The overall scene is captured in a high-angle, top-down perspective.

## Applying our **OUTTHiNK** Index

It goes without saying that Volvo is not hiring in isolation. So we need to ensure that your messaging for all campaigns differentiates your positioning and proposition from competitors. This is where the **OUTTHiNK Index** comes into its own. We've just launched this unique new industry benchmark for employer branding analysis. As part of our scoping strategy, we'll deploy the **Index** to provide Volvo with access to unrivalled data and competitor insight versus several competitors for technology talent in Sweden.

The Index will assess the power of Volvo's employer brand against nine key data points: Social Authority; Social Reach; Social Impact; Values & Proposition; Employee Experience; Content; UX; Search and Candidate Experience. This powerful tool will objectively spotlight the strengths and weaknesses in Volvo's employer brand performance, allowing us to create a solution built on data and insight not assumption and instinct.

As part of this tender exercise, we've already incorporated Volvo within our Index to enable us to generate accurate and relevant comparison reporting against your key competition. Our initial analysis tells us that, against organisations such as IKEA, Saab and Ericsson, Volvo delivers a strong employee experience, values and employer brand proposition. Our research also highlights potential weaknesses, including your existing careers content and the current candidate experience. We'll focus on these areas during the scoping process; our teams of Employer Branding specialists and communication creatives will identify how to enhance these areas as part of the new solution.

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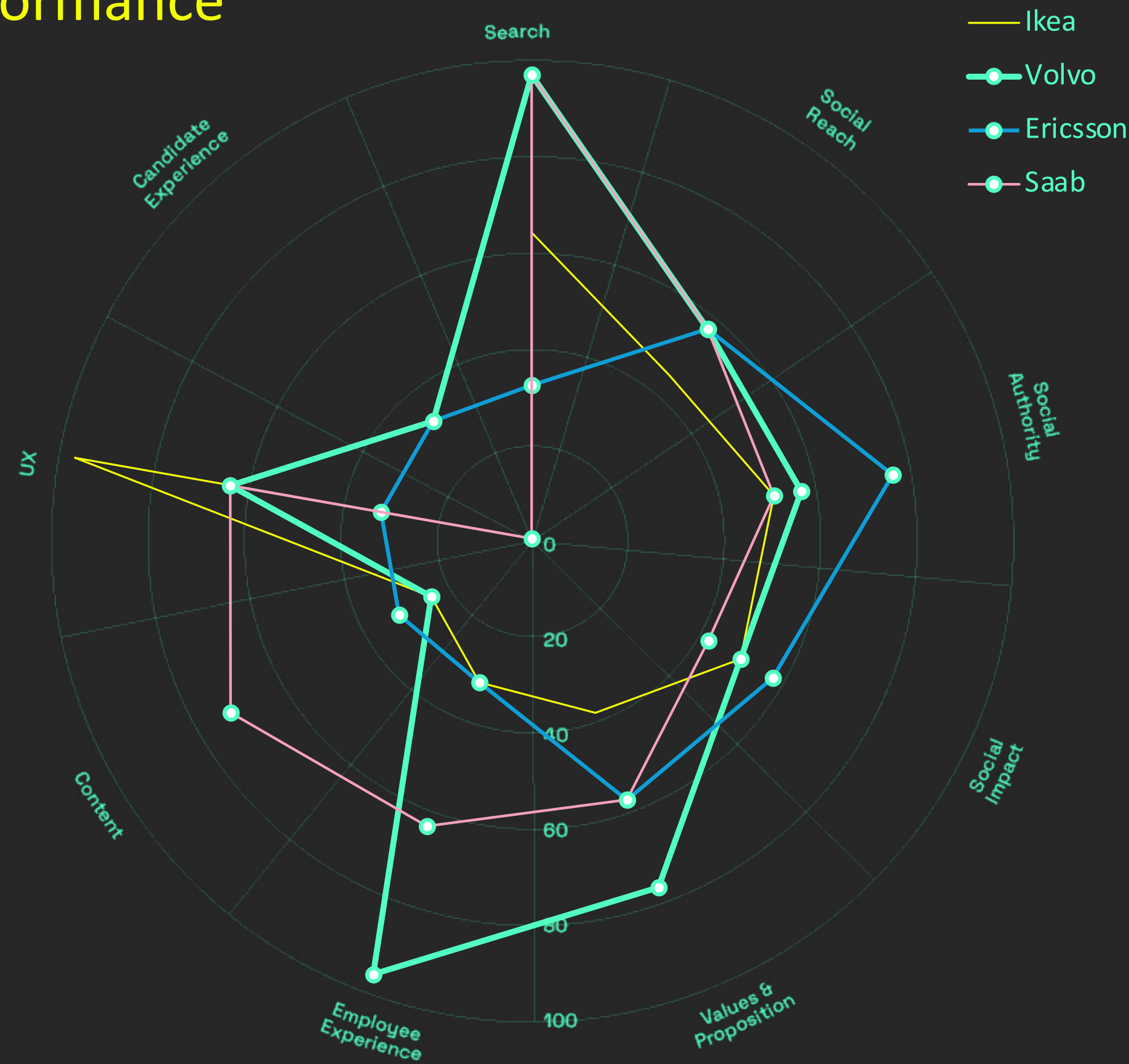
# Understanding your performance

**Strengths**

- Employee Experience
- Search
- Values & Proposition

**Weaknesses**

- Content
- Candidate Experience



Volvo has some excellent strengths around key areas.

The employee experience is well defined, values and proposition can be clearly identified by prospective talent and your search optimisation is high (as we would expect with a strong B2C brand).

Areas for improvement which will help develop a ready pipeline of informed applicants should focus around content development and enhancing a social strategy to support this.

Ericsson and Saab both display strengths in these areas.

### Case study: Scoping, implementing and delivering – and quickly

You need an RPO provider who can begin delivering as soon as possible. Our ability to scope, design and deliver fully bespoke RPO solutions in record time is one of our biggest strengths.

We recently built a fully outsourced brand-led RPO solution for a major financial services firm (to source **in-demand technology professionals** for a **digital transformation** initiative), within **five days**. We immediately assigned a Steering Committee who worked at pace to build a detailed understanding of the client and how its brand, values and culture needed to weave through every element of service. We then assigned a highly experienced technical recruitment team to directly headhunt suitable candidates and developed a robust marketing strategy, which ran concurrently, to ensure we could effectively target passive candidates. We created a solution that supported the full candidate lifecycle, from attraction, sourcing, sifting and screening through to interview scheduling and offer management, all delivered via the client's existing ATS, supported by our proprietary systems. Throughout the project, we worked collaboratively with the client to tailor our processes to their changing requirements.

Our work delivered significant success. During the three-month project, we conducted in-depth, technical screening calls with **430+** candidates, shortlisted and presented more than **290** qualified candidates for the roles. We achieved an interview pass ratio of 2:1 and **94%** of candidates who received offers accepted.

### #EmbraceDifference

In line with your vital diversity pledge, **#EmbraceDifference**, actively promoting inclusion and diversity in the workplace, we'll ensure every aspect of our solution is fully inclusive. To deliver against this promise and help Volvo to achieve at least a **23/77%** gender split. we'll:

- Work with Volvo to ensure our attraction and selection strategies complement and amplify your existing diversity initiatives and targets.
- Provide diversity demographic intelligence to set diversity benchmarks for target audiences.
- Advertise vacancies through a wide range of channels to appeal to diverse audiences.
- Deploy fully inclusive imagery and content in all advertising.
- Check all written content for bias via decoder software.
- Conduct adverse impacts analysis throughout every stage of our assessment design and delivery process to ensure no party is discriminated against.
- Provide every candidate with support, training and feedback at every stage of the recruitment process, ensuring they are best able to promote their abilities to Volvo, regardless of their background.
- Accommodate the needs of any person who has notified that they have a disability, at all stages of the recruitment process.
- Provide detailed reporting regarding the diversity of candidates at every stage of the recruitment process.



## Case study: Diversity with a flourish

Engaging highly targeted demographics is second nature to us. One of your key audiences is female engineering talent – a challenge we're familiar with. We were tasked by GCHQ to help increase applications from female engineers and increase female representation at a senior level.

We developed a specific brand message for female engineers and used a respected forum to promote it. We sponsored the Institution of Engineering and Technology (IET) 'Young Woman of the Year' Awards, as well as producing promotional materials, including advertising, which ran across various targeted media.

The advertising combined technology with a bunch of flowers made of ADSL, USB and FireWire cables. We tested it with GCHQ's Gender Difference Network where it was praised as being positive in an un-patronising way.

The solution achieved enormous cut-through. We saw a huge uplift in applications from women; over 280 against a monthly average of 80. Feedback from the audience was also extremely positive and the campaign won several major awards, including a RAD (Best Print Advertisement for Central Government) and a Recruitment Business Award (Best Creative – Construction/Technical/Engineering).



**Careers in British Intelligence | Cheltenham | £competitive + benefits**

We don't usually say it with cables...or flowers. We show our appreciation with exceptional development opportunities and flexible working options. And, working with the latest technology to provide vital intelligence that helps protect the UK in the fight against terrorism and crime, we offer a variety of rewarding roles in engineering, electronics, IT and research. Our highly skilled and dedicated workforce consists of all types of people, from all backgrounds, women and men – all working together and sharing ideas in an open and supportive environment. So not only are we proud to sponsor this evening's celebrations, we're happy to say that we could have the perfect career for you. Visit our website for more information.

[www.gchq-careers.co.uk](http://www.gchq-careers.co.uk)

Applicants must be British citizens. GCHQ values diversity and welcomes applicants from all sections of the community. We want our workforce to reflect the diversity of our work.

  
it's an interesting world



## Meeting our service commitments

- **Brand:** Our focus groups, social listening audits, candidate diagnostics and Index analysis will enable us to build attraction and selection processes and candidate content that will actively promote Volvo as a destination employer.
- **Pace:** We have already started our research, enabling us to scope our solution rapidly following contract award.
- **Quality:** Our Steering Committee will comprise experts from across our business, ensuring all activity is conducted in accordance with best practice.
- **Agility:** We'll collate information through a wide-range methods, including via face-to-face meetings and telephone/TEAMS engagement, tailoring our approach to ensure it's suitable for Volvo.

V O L V O



## Attracting talent for Volvo

We lead the market in our ability to attract talent for our clients, best demonstrated by our host of industry awards. Over the last two years alone, we have won:

- The Candidate Experience Award (Personnel Today and RADs).
- Employer Brand (Tiaras).
- Campaign of the Year, Recruitment Website, Art Direction, Best Copywriting, Best Film Recruitment Marketing Awards).
- Innovation in Attraction (ISE).

No RPO solutions provider can match us for truly innovative, 'out of the box' attraction strategies that will make Volvo stand out from the competition.

## Understanding your requirements

We know that quality engineering and technology talent will not be easy to find. We'll therefore design a bespoke attraction strategy for every role and build and replenish active talent pools for future requirements.

## Our methodology

Key activities will include:

- Strategy development to uncover insights into what your target audiences watch, listen to, what makes them tick, what makes them different and what unites them.
- Creative ideas – crafting an inspiring, unifying thought that will fuel everything we will do in your talent attraction campaign.
- Content strategy to identify the key themes, stories, messages and content types that speak to the imagination and ambitions of the varying target audiences we'll seek to attract.
- Channel strategy to select the best platforms to reach your target audiences – including social media, job boards, company websites, industry-specific forums, paid search, paid social media and existing employee professional networks.



## Building our strategy

We'll take in-depth briefs to build a detailed picture of every role. The information will include key responsibilities, required skills, location, salary range, historical challenges and successes, budget considerations, diversity targets and required timelines.

Armed with the key insights, our Recruiters and Recruitment Marketers will develop a role-bespoke campaign strategy which will capture relevant messaging and key channels to utilise. Our Market & Insights team will generate reporting to inform these discussions, including key data regarding:

- **Local talent availability:** This will inform our balance of regional, national and international attraction channels.
- **Key skills:** This will inform our key word searching and talent pooling parameters.
- **Experience:** This will inform the audiences we need to target (who are expected to be seeking a change).
- **Key competitors:** This will inform our messaging regarding Volvo strengths we need to highlight.
- **Motivators:** This will inform our copy and messaging to ensure it engages the right audience.
- **Expected salaries:** This will inform our channels of engagement and how much we need to promote wider USPs and values.



## Sourcing special talent

Our Recruiters will actively source both active and passive candidates on Volvo's behalf. Key activities will include:

- Actively seeking referrals from Volvo employees, leaders and hiring managers. The team will create bespoke communications which can be shared by employees via internal networks and platforms, such as LinkedIn, to drive recommendations.
- Promoting opportunities via LinkedIn and sector specific job boards and sites, identified via our intelligence reporting.
- Conducting agile searching and applying Boolean and Xray searching via all search engines to proactively engage top talent.
- Creating targeted campaigns, including branded email and SMS campaigns and banner advertising on non-recruitment sites, enabling us to access the passive candidate market.
- Directly engaging existing passive talent through their existing networks. Our Recruiters have a combined network of over 300,000 first tier connections and LinkedIn recruiter licenses to best facilitate direct engagement.

### Right message, right place

While our Recruiters directly engage with suitable talent, our Recruitment Marketing team will broadcast vacancies through a range of suitable online and offline channels, driving potential candidates to Volvo.

Based on our current research, as part of this tender, we have detailed key channels we would seek to deploy (upon agreement with Volvo) below – dividing these into generalist, industry-specific, international, and social and professional media channels.

### Generalist and Industry-Specific Channels:

#### Key channels will include:

- **Blocket Jobb:** Attracts over 24 million monthly visitors, including 200 Mechanical Engineers, 364 Software Engineers, 436 Data Specialists, and 66 Buyers.
- **Ingenjörjobb:** The leading engineering-specific job platform. As of April to June 2024, the platform recorded 84,703 visits worldwide, with 77 jobs currently available for mechanical engineers and 120 for Data & IT professionals.
- **Indeed:** The number one job platform globally. In Sweden, over 1.8 million visits are made to the site each month and when candidates visit, they stay for an average of 4 minutes and 45 seconds, meaning Volvo will be reaching a very active, engaged audience.
- **Arbetsförmedlingen:** The largest job platform in Sweden to advertise Volvo's roles.
- **Jobbland:** The site attracts around 500,000 visitors each month and allows us to boost difficult to fill roles with tailored advertising campaigns.
- **Karriarguiden.se:** Features diverse job listings across multiple industries and regions in Sweden.



#### International Recruitment: Key channels will include:

- **Jobsin Network:** A prominent job board in Sweden, particularly focused on English-speaking job seekers. The Jobsin network attracts over 40,000 monthly visitors.
- **EURES:** The European job mobility portal, EURES opens doors to a diverse talent pool from across the EU and EFTA countries.

#### Social and Professional Media: Key channels will include:

- **SNAP (Social Network Amplification Platform):** Our SNAP product will target both active and passive candidates across a very wide range of social networks. The estimated target audience size for your roles is 688,400-809,000, with a daily reach of 5,000-14,000 and estimated clicks to apply links of 87-259.
- **LinkedIn:** Can boast an extensive global network of 900+ million professionals, including 40,000+ mechanical engineers, and c.4,700 data specialists in Sweden.

#### Example content

We have created an example video, as part of this tender exercise, to illustrate the type of content we would create to proactively promote Software Engineering roles across our attraction channels: <https://vimeo.com/user13091914/review/998248951/10025ed619>

#### Talent pools for tomorrow

To deliver a **truly scalable, agile solution**, and **drive down cost-of-hire** and **time-to-hire**, we will implement an 'always on' recruitment strategy, regardless of live requirements, to establish talent pools, comprising highly skilled and engaged candidates. We'll use our talent pooling software to keep candidates engaged and motivated for future Volvo opportunities. We'll share regular content regarding job opportunities, employee testimonials, tech market trends and updates on Volvo projects. We'll also conduct regular online surveys/research and invite talent pool candidates to regular market webinars and events.

As a major tech recruitment provider, we understand that talent pooling is critical in securing the best tech talent for Volvo. As the contract progresses, we will continually build and replenish our talent pools and these will become our primary source of candidates, providing Volvo with rapid access to quality talent, delivering an exceptional candidate experience and generating significant sourcing cost savings.



## Employer Branding

Our sourcing strategies will direct all candidates to a customizable career site which we will design in partnership with Volvo. (We've designed and built hundreds of similar sites for prominent and international clients over the past 15 years). Candidates will be able to access a wide range of information via the site, including on your culture, values, history, career pathways, and individual roles. We will also work with Volvo to create a platform for sharing employee testimonials, which will be directly linked to the careers site. The content strategy for these channels is designed to excite and educate savvy professionals who have career choices, positioning Volvo as a destination employer they can't afford to ignore.

We are best placed to design customizable careers sites for Volvo; we maintain a dedicated team of Digital Developers, Designers and Producers who have created bespoke, award-winning careers sites for clients operating across the globe. As part of this tender process, we have created a demo site for your review, to provide a showcase of our ability.

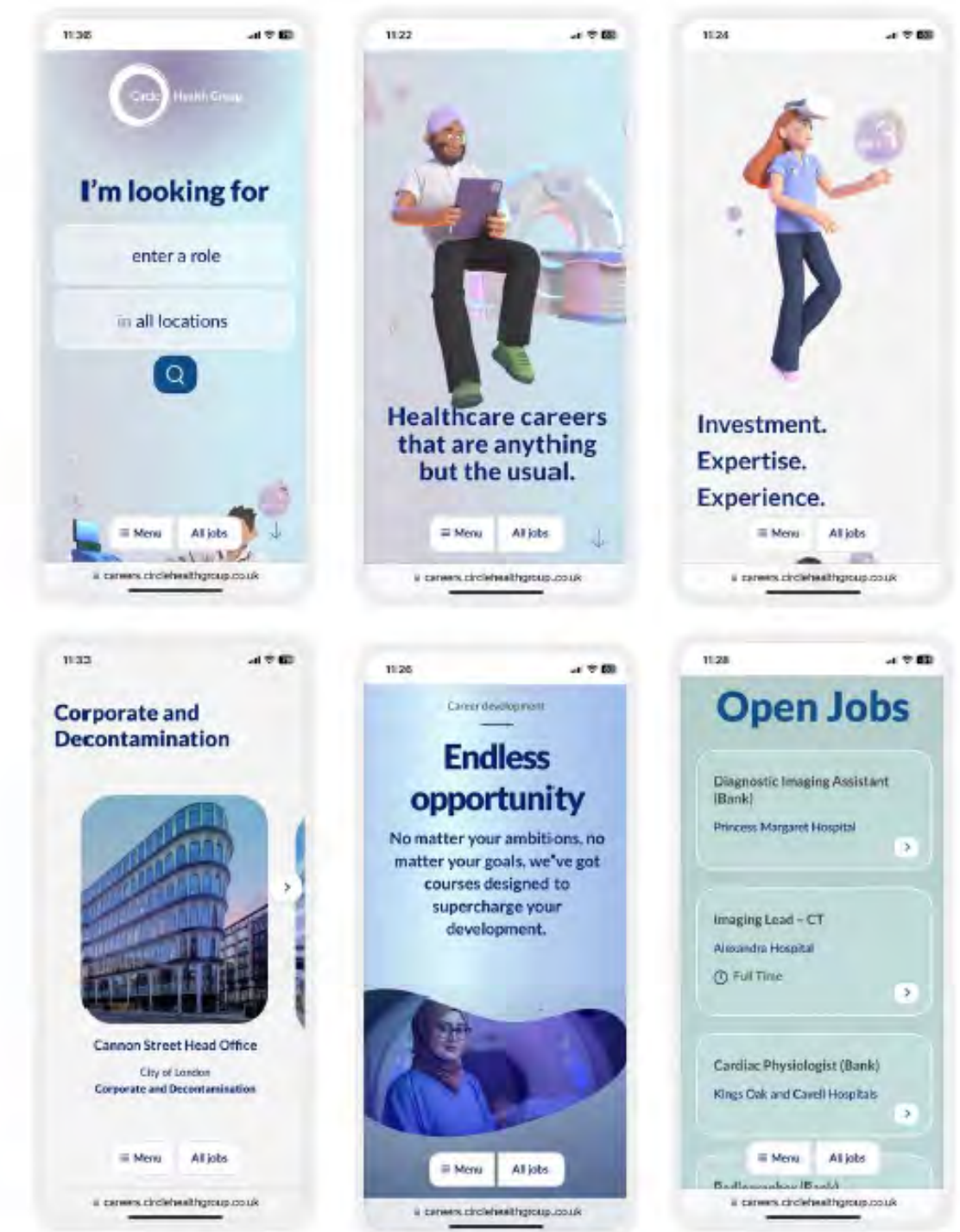
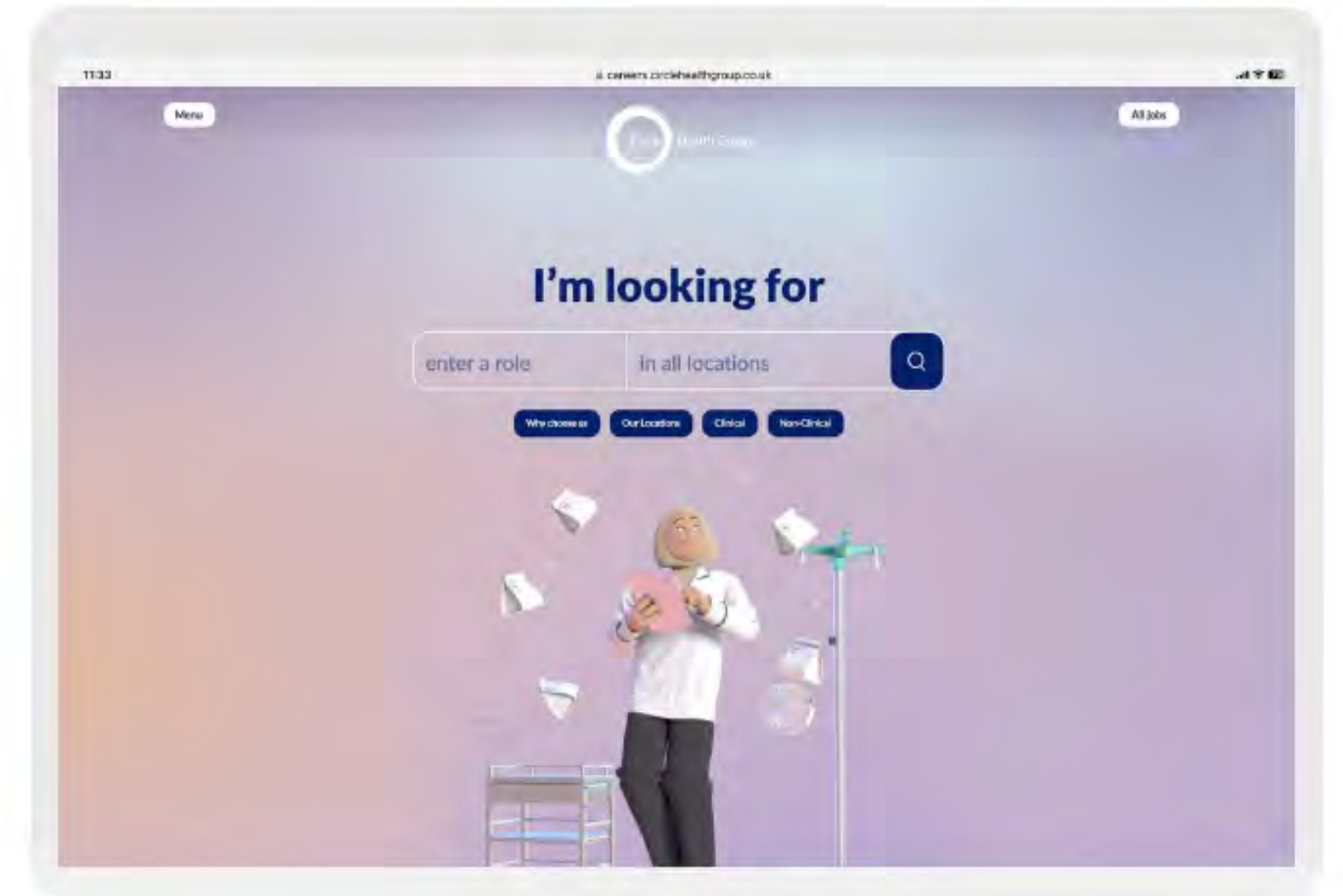
## Case study: Different is healthy

We recently created a **bold**, new **careers site** for a Circle Healthcare Group, the UK's largest private hospital provider. Recruitment marketing in the healthcare sector is very samey with most major players producing bland, unambitious sites. Our technology teams worked hard to differentiate Circle from the staid blue/white color palette, stock imagery and formal content of the competition. We created bespoke 3D avatars based on 12 different roles/business functions, each with their own unique personas and characteristics, streamlined content into accordions, created filters to enable users to personalize content based on their requirements and configured playful user interaction, with scrollable job feeds and animation.

The new site created waves – as well as great word of mouth recommendations. The major results were compelling:

- **169.9%** increase in average session duration from Paid Search.
- **172.2%** increase in average session duration via mobile devices.
- **23.5%** increase in average session duration via desktop devices.
- **11%** reduction in agency spend.
- **24%** fewer vacancies.

Our work won the **2023 Employer Brand award** at the Tiara Talent Awards.



## Meeting our service commitments

- **Brand:** All advertising content, including imagery, content and tone, and candidate communications will live and breathe the Volvo brand and all candidates will be directed to a Volvo bespoke careers site which will contain a wealth of information regarding your company.
- **Pace:** We'll be building and nurturing talent pools from day one, providing Volvo with readily available talent for future requirements.
- **Quality:** We'll appoint highly experienced specialised recruiters who have delivered the staffing categories you need for clients including Goodyear, GKN, Quorum and ERM.
- **Agility:** We'll provide fully scalable, bi-lingual recruitment teams to successfully deliver against all demand.



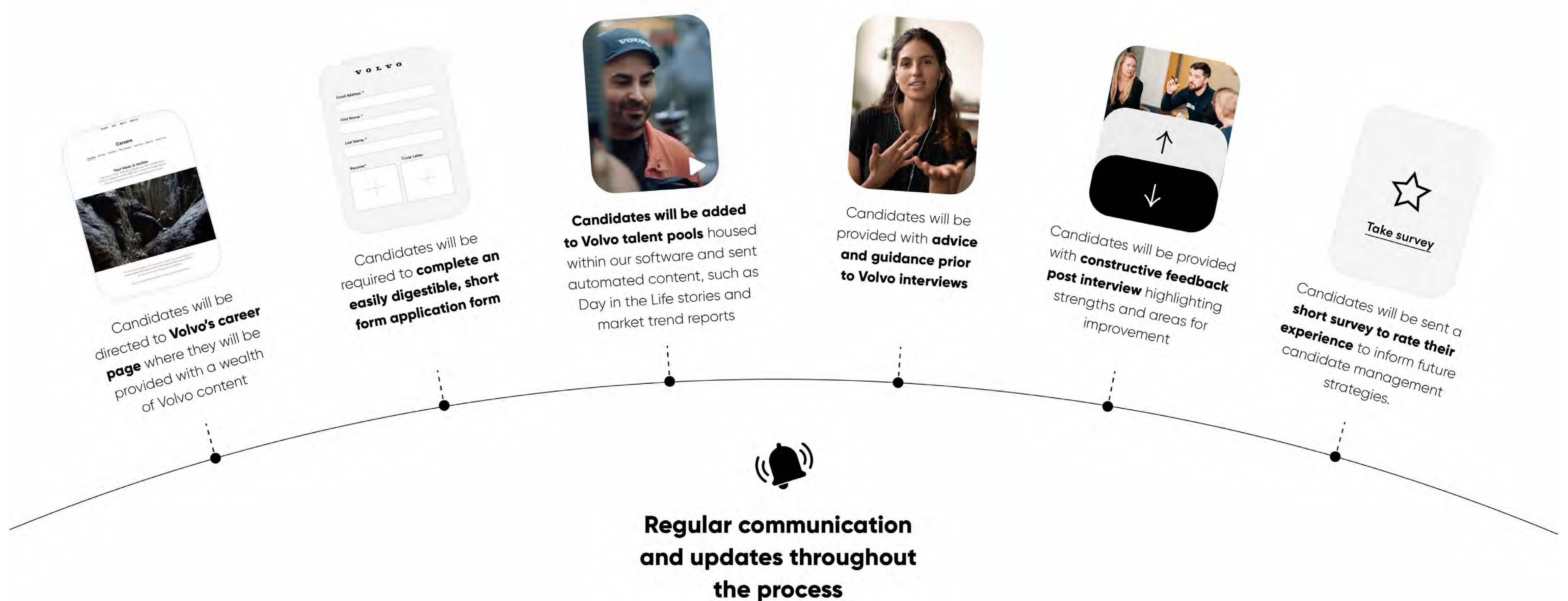
V O L V O



## Delivering exceptional candidate experience

The competition for talent in Sweden is fierce; this is particularly true for tech talent, with Sweden's well-established reputation as a global technology hub. As of 2024, 266,000 employees are working across 58,000+ tech companies – an increase of 33,000 people in only three years.

To provide Volvo with the very best talent, supporting and engaging candidates throughout the recruitment process will be just as important as how we attract them to your vacancies. We have designed an innovative and supportive candidate journey:



Let us run you through the wider activities we'll undertake to support candidate experience.



### Screening and Administering Assessments

We'll conduct telephone/video-based and in-person screening interviews for all suitable candidates. We will work with Volvo during the implementation stage to define how we embed Alva Labs, Codility and Korn Ferry assessments into the process to provide a seamless approach.



### Interview Scheduling & Management

We'll schedule all interviews on Volvo's behalf and provide candidates with support and guidance prior to interviews to ensure they perform at their best. Post interview, we'll provide all candidates, whether successful or unsuccessful, with clear and constructive feedback, ensuring they leave the process with a positive experience and continue to be a brand advocate for your business.

**Adding value:** We have an award-winning, in-house team of occupational psychologists who can provide an independent review of Volvo's assessment and selection process. Through adverse impact analysis, our in-house team can pinpoint any stage in the recruitment process where any particular minority is adversely impacted. In addition to this, our team can support in providing science and consultation into the right assessments for Volvo as well as redesigning the assessment process should you require this at a later stage.



### Offer Management and Onboarding

We will provide hiring managers with advice and guidance on how to secure their preferred candidate (including advice regarding current remuneration expectations). We'll provide verbal offers on Volvo's behalf. And, once an offer has been accepted, we'll conduct regular virtual meet-ups with candidates, all the way up to start date, to ensure they remain motivated and fully prepared to start and know exactly what to expect on day one.







## Improving NPS scores

Volvo requires, at a minimum, a candidate NPS satisfaction score of **6.4**. To drive improvement, we will appoint an **NPS Steering Committee**, comprising senior representatives from your client management, operational and assessment teams.

The committee will host **quarterly NPS review meetings**, with relevant Volvo stakeholders, to assess NPS scores and proactively identify innovations that will enable us to enhance your current scores. These meetings will be completely independent of operational, BAU or client services meetings and focus solely on NPS. Each session will be hosted by your Account Director, who will collate all relevant data prior to each meeting and prepare an agenda in advance.

### Case study: Banking on better scores

We currently deliver an RPO solution for a major UK retail bank where we are responsible for sourcing thousands of candidates across multiple staffing categories. Over the last 12 months, we have increased the NPS score by **26 points** (from +12 to +38) by:

- Responding to 15,000 emails within our 48-hour SLA target, reducing the timeframes for the assessment process, and leveraging feedback from previous candidates.
- Providing enhanced support to 5,000 candidates with any reasonable adjustments, with a key focus on providing tailored support for neurodiverse candidates.
- Providing additional coaching and support to candidates from lower social economic backgrounds, including coaching.

## Meeting our service commitments

- **Brand:** All candidate touchpoints, from the careers site and application form through to newsletters and articles, will be completely Volvo branded. Our teams will also be fully trained to serve as an extension of your business in all candidate communications.
- **Pace:** We'll design a simple, streamlined application process and conduct all administrative tasks on Volvo's behalf to ensure candidates move rapidly through the recruitment process.
- **Quality:** We'll deploy assessment experts to ensure our selection processes are best-in-class; monitor our teams to ensure they engage with candidates correctly and appoint an NPS Steering Committee to continually enhance the candidate experience.
- **Agility:** We'll deploy technology to process high volumes of applications quickly and accurately and provide fully scalable, bi-lingual recruitment teams to ensure consistency in candidate engagement.

**V O L V O**



# STAFFING PLAN

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We want to build a robust, honest, collaborative partnership with Volvo and serve as an extension of your current Talent Acquisition function. As such, we'll provide you with a dedicated, Sweden-based account management team, responsible for building relationships, designing sourcing strategies and supporting hiring managers throughout the recruitment process. The team will be supported by a fully flexible and scalable recruitment function, based in our Global Delivery Centres, responsible for all candidate recruitment and engagement.

### Building the team together

Collaboration will begin at the outset. We'll work directly with Volvo to select the team that will deliver your solution. We will present suitable personnel for review to ensure we provide a team that has the right cultural fit and can work strategically with Volvo stakeholders, across all levels of seniority, to deliver the very best solution.

### Key roles and responsibilities

We have detailed the team below:

- **Executive Sponsor: Jo Taylor** will serve as your Executive Sponsor, with overarching accountability for our service. Jo's role with Volvo is to ensure we are fulfilling our strategic promises by building relationships with senior Volvo stakeholders and aligning PeopleScout delivery to Volvo's business and talent strategy.
- **Account Director (AD) (Sweden based):** Will serve as Volvo's senior delivery point of contact, with responsibility for the strategic management and governance of the solution, driving service and continuous improvements and acting as the senior point of escalation.
- **Recruitment Operations Manager (ROM) (Sweden based):** Will serve as Volvo's immediate point of contact, with responsibility for managing the day-to-day performance of your recruitment team. They will focus on continuous improvement, SLA adherence, optimising technology and media platforms, providing MI and regular market updates and resolving and recording issues.
- **Recruitment Business Partners (RBPs) (Sweden based):** Will serve as a Subject Matter Experts, working in partnership with Volvo Hiring Managers to fully understand vacancy and recruitment campaign requirements, managing talent pipelines (and providing expert advice and guidance on how requirements can be achieved).
- **Recruiters:** We'll appoint teams of experienced, specialist Recruiters (including IT and Engineering specialists) responsible for actively sourcing and supporting candidates. Our Recruiters will be responsible for bringing the Volvo proposition to life for candidates.
- **Recruitment Coordinators (RCs):** Your RCs will manage all administrative tasks, such as posting advertisements via relevant sites and conducting candidate longlisting, enabling your RBPs to focus on key activities, such as stakeholder engagement, candidate interviews and the provision of market intelligence, and your Recruiters to focus on sourcing and candidate engagement activity.



We have provided an outline of the team below and have tailored our team structures for different hiring volumes.

### Operating Model – 200 Hires

Executive Sponsor (Head of RPO, EMEA)

Account Management x 2 (Onsite in Sweden)

Recruitment Business Partners x 5 (Onsite in Sweden)

Recruitment Team Managers x 1.5 (Offsite in GDC)

Delivery Recruiters x 13 (Offsite in Poland GDC)

Recruitment Coordinators x 6 (Offsite in India GDC)

### Operating Model – 1,500 Hires

Executive Sponsor (Head of RPO, EMEA)

Account Management x 2 (Onsite in Sweden)

Recruitment Business Partners x 5 (Onsite in Sweden)

Recruitment Team Managers x 3 (Offsite in GDC)

Delivery Recruiters x 20 (Offsite in Poland GDC)

Recruitment Coordinators x 10 (Offsite in India GDC)



## Our Global Delivery Centres

Your dedicated yet scalable Recruitment team will be based within our 100+ strong Global Delivery Centres, enabling us to provide agile recruitment support to meet any fluctuations in demand. Our centres are staffed by expert, sector-specialist recruiters who speak over 14 languages – including Swedish, English, Romanian, Polish, Spanish, German, Italian, Hungarian, Croatian, Serbian, Ukrainian, Russian, Norwegian, Danish and Greek.

## Unmatched expertise

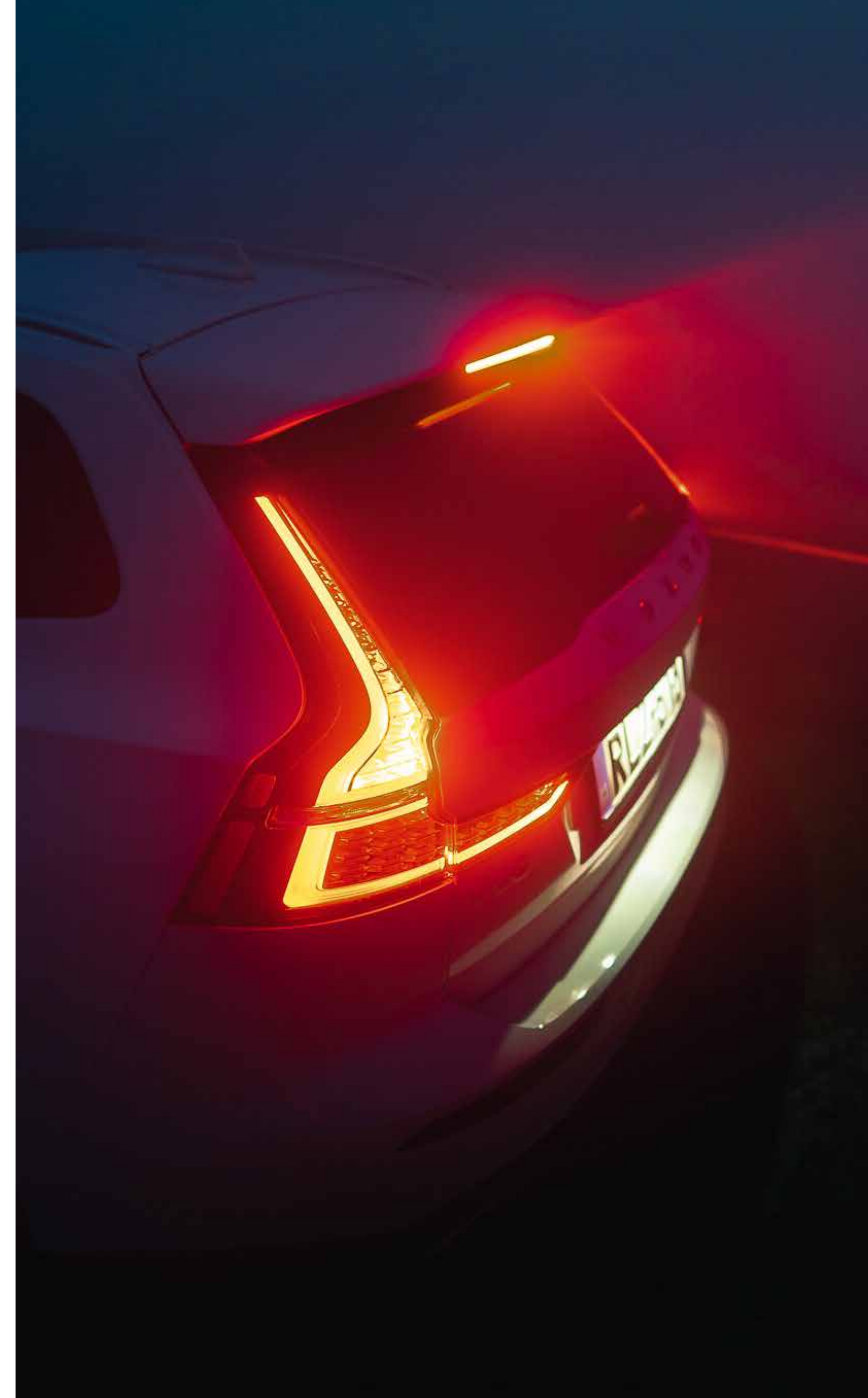
In addition to your core delivery team, Volvo will have access to our wider network of Subject Matter Experts, including our:

- **Implementation team:** Responsible for managing all elements of the transition process.
- **Technology & Product Specialists:** Responsible for identifying, trialling and implementing new products and software for our RPO clients.
- **Data & Analytics team:** Responsible for configuring data metrics and delivering bespoke reporting.
- **Insights & Analysis team:** Responsible for providing accurate, meaningful insight into talent groups, facilitating a better understanding of talent availability, surge planning and salary benchmarking.
- **EVP & Talent Advisory team:** Responsible for ensuring we represent Volvo and your core messages effectively in all candidate communications, from advertising content through to offer letters.
- **Assessment Design & Delivery:** Responsible for designing, implementing and delivering assessment processes.

- **Media Planning & Buying team:** Responsible for engaging, negotiating and managing a wide remit of media providers on our behalf, from programmatic, paid search and social media solutions through to television, video on demand, radio and out of home.
- **Creative team:** Responsible for developing compelling messaging and visual artwork to best engage target audiences. The award-winning team includes filmmakers, photographers, copywriters and a high-spec production team.
- **Digital & Social Strategy team:** Responsible keeping Volvo 'ahead of the curve' by pioneering solutions that leverage emerging technologies for more intelligent, efficient, and impactful digital experiences.
- **Continuous Improvement Team:** Responsible for assessing new ideas and software across the wider market.

## Flexing your resource

To proactively prepare for fluctuations, your Account Director will work with relevant stakeholders, at both a strategic and operational level, to accurately forecast requirements on a weekly, monthly and quarterly basis. They will capture all information within a **forecast plan** and work collaboratively with our **Resource Planning team** to deploy and re-deploy resource accordingly, from our 100+ strong Sourcing Centres. Through effective forecasting and relationship building, we will ensure sufficient resource is always provided to meet your hiring needs.





### Case study: Succeeding at scale

Our RPO solution for **Amazon** provides an excellent example of our ability to rapidly scale resources to meet an increase in requirements on both a quantity and location level. Amazon's heavy investment in new Fulfilment, Sortation and Delivery Centres across Europe required a significant increase in headcount across management positions.

To best meet Amazon's requirements, we quickly mobilised a team of German, French, Spanish, Polish and English speakers in our Global Delivery Hub. Using our experience of recruiting across Europe, plus the understanding of the roles, Amazon's culture and their process we gained through the briefing, we were able to quickly build strategies to engage talent pools. Our activity enabled us to achieve great results: **576** candidates submitted, **443** invited to interview, **112** offered and an **8%** reduction in time-to-hire.

*'From the start PeopleScout have been incredibly friendly, supportive, consultative and most importantly collaborative. They've worked in partnership with us to provide strong candidates across a variety of roles throughout Europe. They've been successful and played a key part in ensuring our targets are met.'*

**Bulbul Khosla, Senior Program Manager, EMEA Operations Talent Acquisition.**

## Team biographies

As stated, we'll work in partnership with Volvo to select key in-county team members who can best represent Volvo. Below, we have provided brief biographies of key personnel who will be involved in delivering our solution to illustrate the experience and skills we'll bring to the service:

**Jo Taylor, Head of RPO (EMEA):** Jo forms part of PeopleScout's Leadership team and holds overall responsibility for the expansion, diversification and effective running of our RPO solutions. Jo boasts over 18 years' experience in recruitment and has held senior positions, in both client service and operational delivery, with Penna, Manpower Group and now PeopleScout, where Jo holds ultimate responsibility for the success of our Client Services and Operational teams, including our Recruitment, Tech and Assessment teams. Jo will bring a wealth of insight and best practice to Volvo.

**Joanna Hackett, RPO Delivery Director:** Jo holds direct responsibility for the performance of our recruitment teams, as well as our technology and implementation teams, in EMEA; ensuring we staff and implement every solution appropriately, and all personnel are motivated and performance managed to deliver the highest level of service. Jo has over 13 years' global multi-sector recruitment experience, both in-client and externally. Jo has directly recruited candidates, built and implemented global RPO solutions, and managed teams effectively to deliver award-winning work. Jo will bring fresh insight and proven experience to Volvo.

**Kieron McDaid, Head of RPO Client Service:** Kieron is responsible for managing and leading our client management teams; ensuring they build trusted and collaborative relationships and deliver continuous improvement and cost

saving strategies. Kieron has over 17 years' recruitment experience and boasts demonstrable expertise in driving innovative branding and talent solutions within RPO, both externally and in-house. Kieron will bring a wealth of ideas to enhance and evolve the service.

**Dominic Flisnik, Country Manager:** Dominik is responsible for the day-to-day management of our Global Delivery Hub recruitment teams in Poland; ensuring they both attract and engage quality talent for our clients. Dominik has over 13 years' recruitment experience at both an operational and strategic level. Working predominantly within internal recruitment, for organisations including Heineken and Brown Brothers Harriman, Dominik has lead our Poland office for over two years. Dominik will bring ideas and best practice which have proven successful for similar clients to Volvo.

**Paulina Sobczyk, Recruitment Business Partner:** Paulina bring over 12 years' recruitment and talent acquisition experience, with proven capability in handling both end-to-end and partial recruitment processes across all levels of seniority. Paulina currently supports our RPO solution for ERM, where we serve as an extension of the client's Talent acquisition function. Paulina will bring a wealth of experience in supporting internal teams to Volvo.

**Agata Pantov, Recruitment Operations Manager:** Agata possesses over 10+ years' international end-to-end recruitment experience. Agata currently leads teams of recruiters in the strategic and operational delivery of our key global RPO contracts, ensuring we provide high quality recruitment services alongside wider talent advisory and added value to our clients. Agata will bring a wealth of experience in recruiting engineering roles to Volvo, both mechanical and software.

Our teams have created a short video introducing themselves, and what Volvo means to them, below:

[LINK HERE](#)





A woman with dark hair tied back, wearing a green cardigan over a white top, is smiling and holding a white mug. She is standing in front of a whiteboard with some papers pinned to it. The background is bright and slightly out of focus.

### Meeting our service commitments

- **Brand:** We'll select the team in partnership with Volvo, providing personnel who truly align with your culture and values.
- **Pace:** We have already started to identify suitable personnel and will be able to provide Volvo with potential team members from day one of award.
- **Quality:** We'll provide personnel who are highly experienced in managing and delivering flexible RPO solutions for similar clients, in similar industries and similar locations.
- **Agility:** We'll deploy fully scalable, fully flexible bi-lingual account management and recruitment teams to support all requirements.

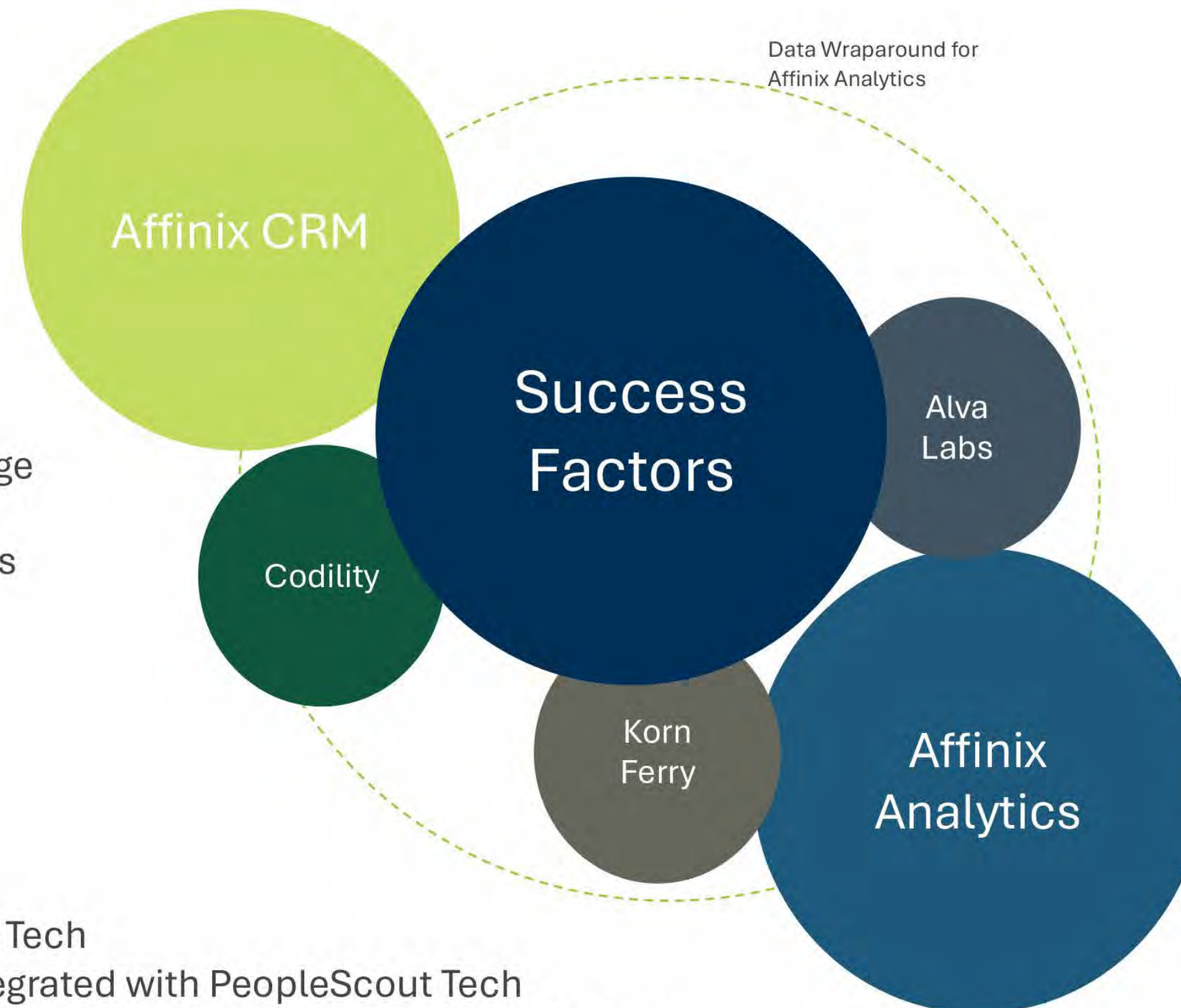
V O L V O

An aerial photograph of a winding asphalt road through a dense forest. To the left of the road, a waterfall cascades down a rocky slope. The trees are mostly evergreens, with some bare branches visible. The overall lighting is dim, suggesting a late afternoon or early morning setting.

 peoplescout™  
A TRUEBLUE COMPANY

# TECHNICAL SOLUTIONS

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### Affinix CRM

- Managing pre-application stage
- Talent Pools
- Engagement Communications
- Integrates to ATS to filter candidates through process
- Additional ATS functionality

### Volvo's Tech

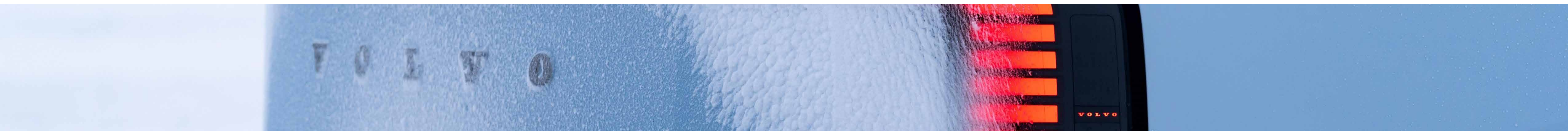
- Integrated with PeopleScout Tech
- PeopleScout employees working in Volvo's Tech & advising on possible improvements

We will provide you with a market-leading **technology stack** which will underpin the full range of services we deliver. The stack will include:

- Your Applicant Tracking System, **SuccessFactors**, which we'll use to efficiently manage and track candidates through each step of the recruitment process.
- Our Candidate Relationship Management platform, **Affinix™** – to build talent pools ready for deployment and send automated communications to candidates.
- Our Reporting software, **Affinix™ Analytics** – providing Volvo with a single source of truth to drive data-driven business decisions.

### Affinix Analytics

- Data Visualisation Tool
- Automated management of dataflow and presents both CRM and ATS data
- Utilised to highlight challenges and successes in the end-to-end process





## Applicant Tracking System

We'll utilise Volvo's existing ATS, SuccessFactors. We boast a wealth of experience in both utilising and integrating SuccessFactors with our in-house systems. We currently deploy SuccessFactors to deliver RPO solutions for Kellanova, Goodyear, Hallmark, Rich's, SPX Flow and Virgin Media O2.

## Client Relationship Management platform: Affinix™

We're excited to introduce Volvo to **Affinix™**, our cutting-edge, award-winning CRM technology platform, which will revolutionize Volvo's hiring process. Affinix™ is a mobile-first, cloud-based platform that uses best-in-breed and emerging technology to create a seamless candidate and hiring manager experience. Most recently, our platform won the **2023 American Business Award** for Emerging Technology and Platinum in the **2023 TITAN Business Awards for Big Data Solution**.

In short, Affinix™ will create a consumer-like candidate experience, help Volvo connect with talent faster, and will provide insights across the total workforce – all essential components to building an effective talent acquisition strategy.

We've detailed key functionality below:

### Talent pooling

Affinix™ will enable our team to strategically align candidates and create talent pools to optimise candidate flow. Affinix™ can create talent pools based on geographies, level of interest, and types of skills. Additionally, it will deliver a consumer-like candidate experience through custom landing pages and careers sites that will reinforce Volvo's Employer Value Proposition (EVP).

### Sourcing

Affinix™ AI sourcing is an industry-leading artificial intelligence sourcing tool that will provide Volvo with access to hundreds of millions of passive candidates. The functionality includes:

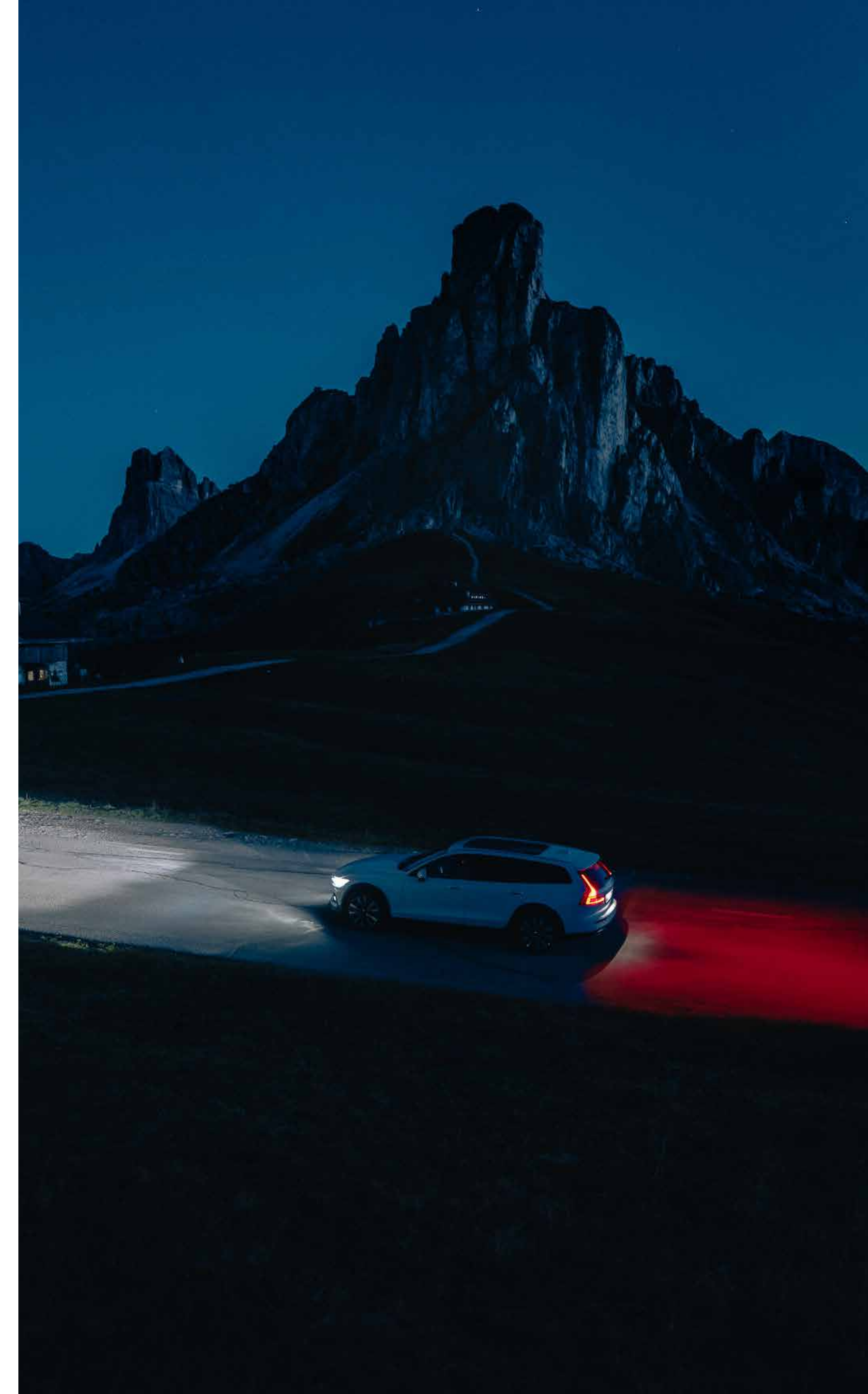
- **One Search, Millions of Candidates:** AI will enable us to rapidly match your requisitions to millions of people on LinkedIn, Google, Facebook, Twitter, GitHub and many more.
- **AI Powered Talent Matching:** AI will allow us to accurately rank the best candidates, based on the requirements of the role. We can then narrow results based on experience, skills and other attributes.
- **Rapid Sourcing:** The platform will quickly scan millions of candidates and rank them by best match.
- **Smarter with Use:** As our recruiters select and reject candidates, our platform's learning engine will synthesise their behaviours, driving continuous enhancements to our searching capability.
- **Talent Discovery:** The platform can incorporate past data, importing previous CRM / ATS applicants, including silver-medallists.

## Automation

Affinix™ will provide a wide range of automated features to enhance the candidate, recruiter and Hiring Manager experience:

- **Quick Apply overlay:** Recruiters can select a full or quick application process, enabling control of application rates. Candidates can be sourced from talent pools and linked to live vacancies directly by recruiters.
- **Marketing & job distribution:** Roles can be simultaneously posted to multiple media channels automatically while engagement with talent pools is automated. Recruiters can build a structured campaign to 'drip feed' regular, personalised engagement content.
- **Mobile first:** Job postings and all comms to candidates can be automatically formatted according to the browser and device being used.
- **Sourcing:** Our sourcing tool allows recruiters to identify strong passive and active candidates within seconds of opening a job requisition.
- **Automated engagement:** Email and/or SMS messages can be programmed into the platform and automatically sent at each step of the processing, ensuring candidates and hiring managers are aware of next steps and what's required from them.

- **Automated workflows:** Candidates can be automatically moved through each step in the process depending on the outcome of a previous step. During set-up, we'll configure a set of 'rules' appropriate for each workstream to control this.
- **Digital scheduling:** Candidates can self-select interview and assessment timeslots.
- **Recruiter dashboards:** Recruiters can create teamwide wide or personalised activity dashboards to ensure effective management of all tasks and actions.
- **Integration efficiency:** We can reconfigure the platform at any point to include new steps or tools (e.g., inclusion of a new assessments). All data is automatically transferred to our data platform to allow live, mid-campaign analysis, identifying any changes required (e.g. interview questions are adversely affecting a particular group of candidates).





## Enhancing the experience

### For candidates, recruiters and hiring managers alike

Affinix™ will provide a wide range of automated features to enhance the candidate, recruiter and Hiring Manager experience:

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### Four million applications

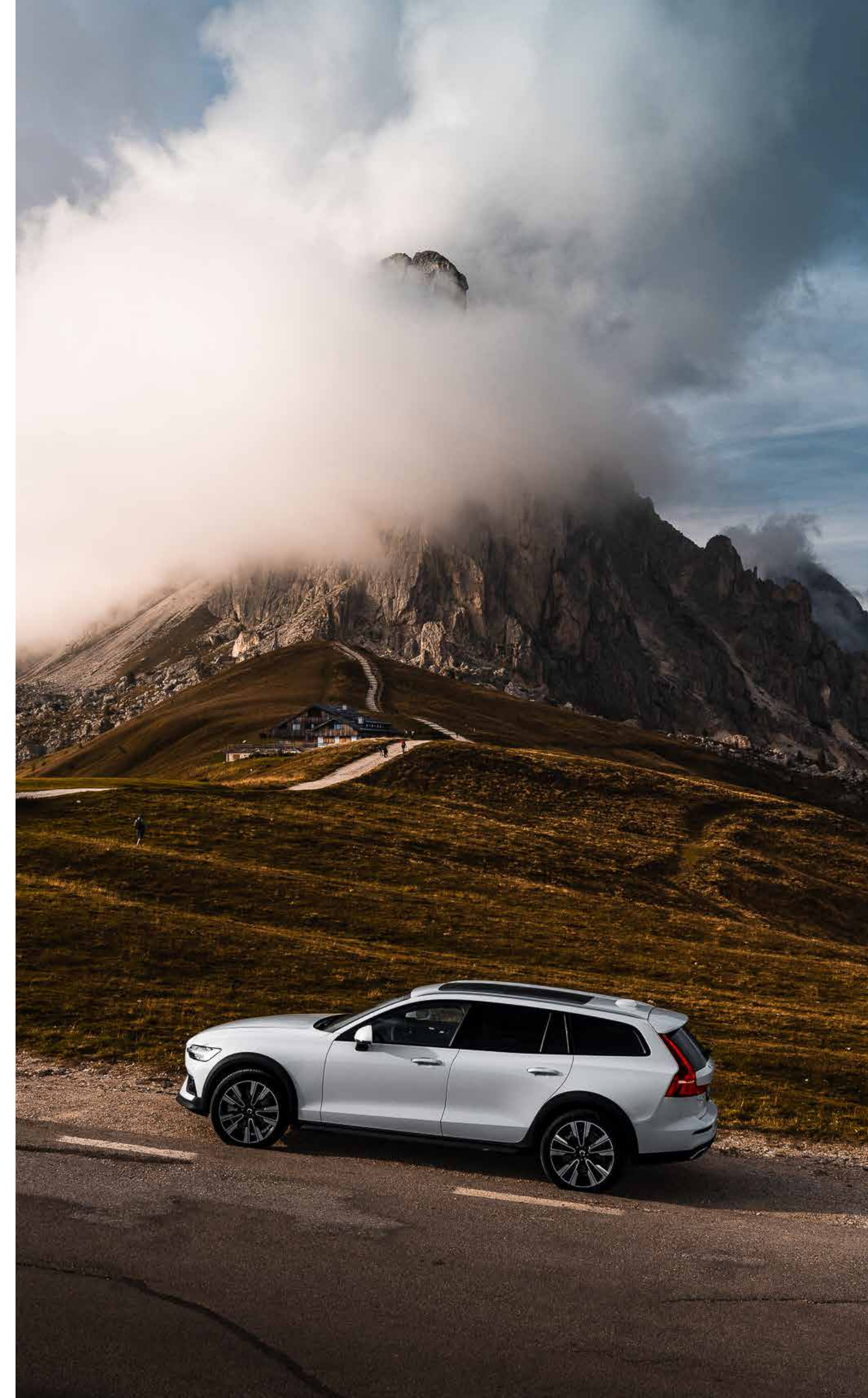
We deploy Affinix™ to deliver recruitment solutions to over **100** RPO clients globally and, in 2023, processed **4 million** applications via the system.

## Reporting software

Affinix™ Analytics will deliver comprehensive **interactive dashboards** that provide both high-level and detailed views of every step in the recruitment process. Key features include:

- **Performance Metrics:** Detailed performance metrics with drill-down capabilities to view individual hiring manager and recruiter performance.
- **Time-in-Step Metrics:** Metrics at the requisition level to enhance and expedite time-to-fill.
- **Intelligent Insights:** Advanced intelligence and machine learning functionalities that reveal insights, anomalies, and predictions, empowering clients and team leaders.
- **Trend Analysis:** Visual trend analysis to identify areas of success and opportunities for improvement.
- **Survey Data:** Access to survey data to assess candidate and hiring manager experiences.
- **Data Segmentation:** Detailed data segmentation to monitor and explore specific areas of interest within your recruiting process.
- **Advanced Security:** Robust security options to restrict content access to designated audiences.
- **Diversity data:** Detailed reporting regarding age, gender, ethnicity, religion, sexuality at all stages of the recruitment process.

Affinix™ Analytics' reporting functionality will enable us, and Volvo, to take a deep dive into the recruitment funnel, see bottlenecks that may exist in the hiring process and dissect those issues, ensuring your end-to-end process continues to perform at the optimum level. The system is fully managed by our in-house data team; reporting content, format and timing can be customised by report, for daily, weekly, monthly, and quarterly usage.



A woman with dark hair tied back, wearing a bright green blazer over a white top, is walking on a city street. She is holding a brown folder and a coffee cup. The background is a blurred city street with cars and pedestrians.

### Meeting our service commitments

- **Brand:** Our tech stack will be completely Volvo branded and configured to your exact requirements.
- **Pace:** We'll deploy our global Technology team to implement and configure our systems rapidly upon contract award.
- **Quality:** We'll deploy globally recognised, award-winning in-house technology to deliver your solution.
- **Agility:** Our technology has the functionality to support thousands of candidates simultaneously.

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# IMPLEMENTATION TIMELINES

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## Structured methodology

Our proposed transition plan will consist of a structured approach. Our methodology will consist of: **Needs, Evaluate, Execute and Transform (NEXT)**. These phases will include, but not limited to – discovery session, emerging technology, building, and testing process, assessment frameworks & technology, and go-live.

## Dedicated resource

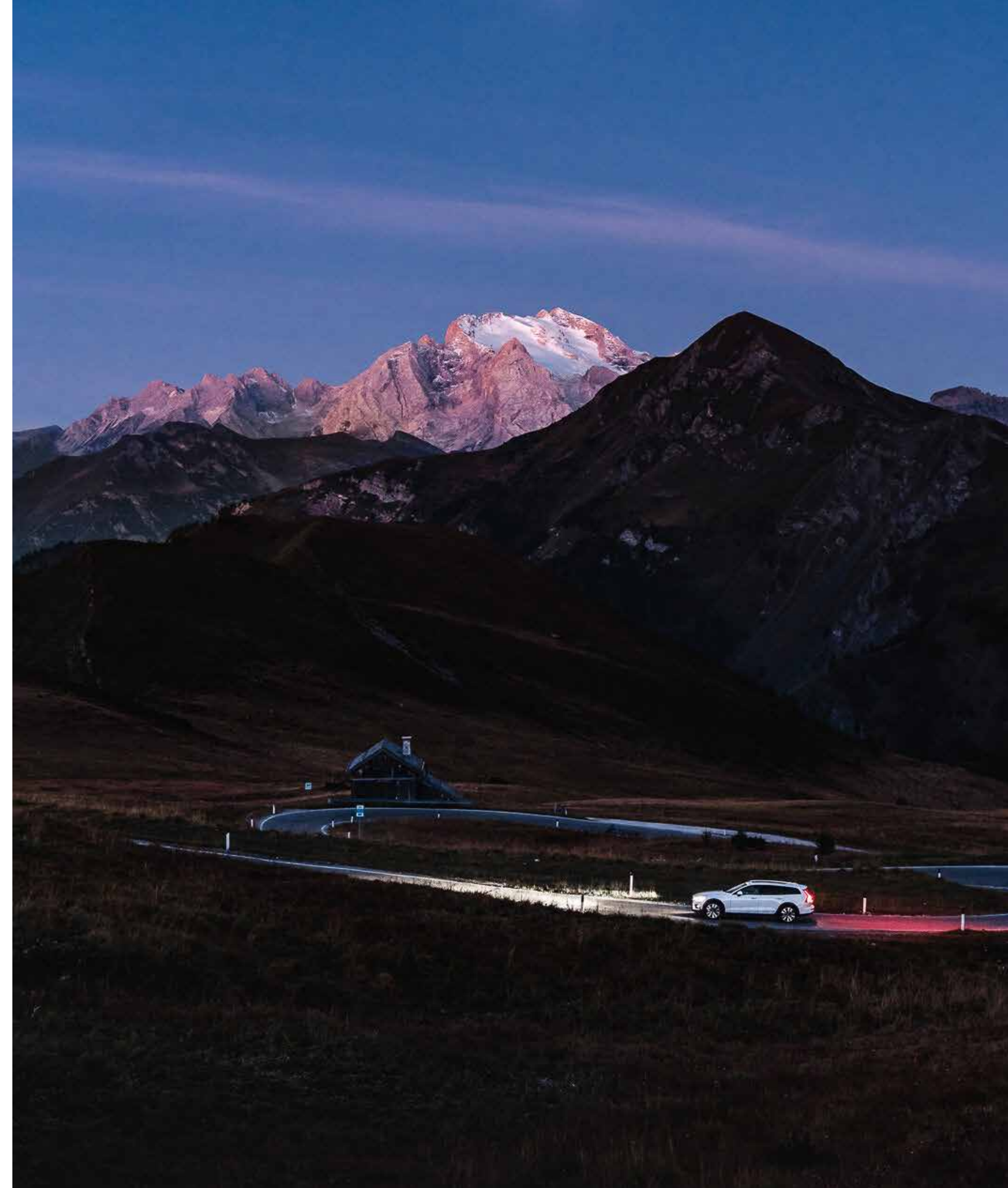
We'll appoint a dedicated **Implementation Manager** (supported by our wider Implementation team) to drive our process and ensure we understand the nuances of your programme. We'll work in alignment with the culture and pace of Volvo, ensuring each step of implementation is customised to the needs of each business area.

## Detailed planning

Upon contract award, we'll provide a high-level and detailed **implementation plan** highlighting how the various streams of work will come into play with key decisions and our expected dates for start and completion.

## Monitoring delivery

Monitoring activity will take the form of regular video calls. Your Implementation Manager, and their wider project team, will lead each session to ensure we are controlling the project in the right way. Those sessions will look at the activities completed, what remains outstanding, what remedial actions are required, planned activity for the week(s) ahead (flagging priorities where appropriate), discussion and recording of risks, and any alteration in the states of dependencies or assumptions.





## Embedding our service

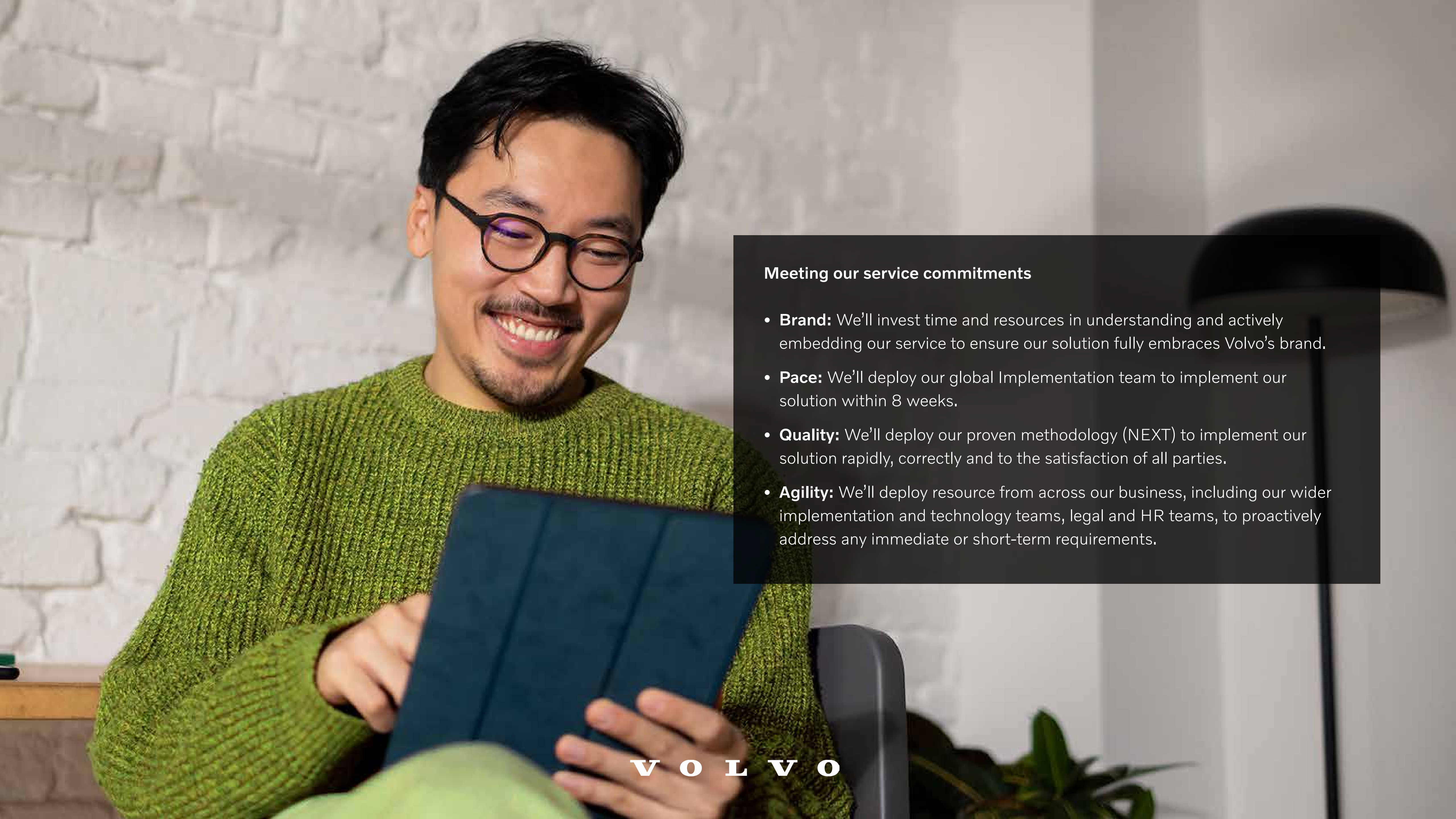
Onboarding our services comprehensively across your business is vital. We have done this many times for many clients – we're experts in ensuring the transition is seamless and a positive experience for all. To embed our service effectively, your Account Director will host a series of workshops and introductory meetings between our teams and relevant Volvo stakeholders. These meetings will be conducted both in-person and virtually to ensure we can engage as many stakeholders as possible while minimising disruption to day-to-day BAU activity. These sessions will be underpinned by weekly implementation update calls and a wealth of supporting documentation provided by our implementation team, including a communication plan, and a detailed project timeline (highlighting activities, responsibilities and milestones to drive the implementation and embedding process).

### We successfully implement RPO solutions

We've implemented over **15** new global RPO solutions and **6** new business RPO expansions over the last **two years**. We're well equipped to transition your service effectively and quickly. Two brief examples:

- **Quorum:** We implemented a fully outsourced RPO solution to deliver technology staffing categories for multiple sites across Europe. The implementation was completed on time (within **eight weeks**) to the satisfaction of all parties.
- **ChampionX:** We implemented a fully outsourced global RPO solution, for the sourcing of specialist roles, for locations within the UK and across Europe. We implemented our proprietary technology as part of the process. The implementation was completed on time (within **eight weeks**) achieving great client feedback.



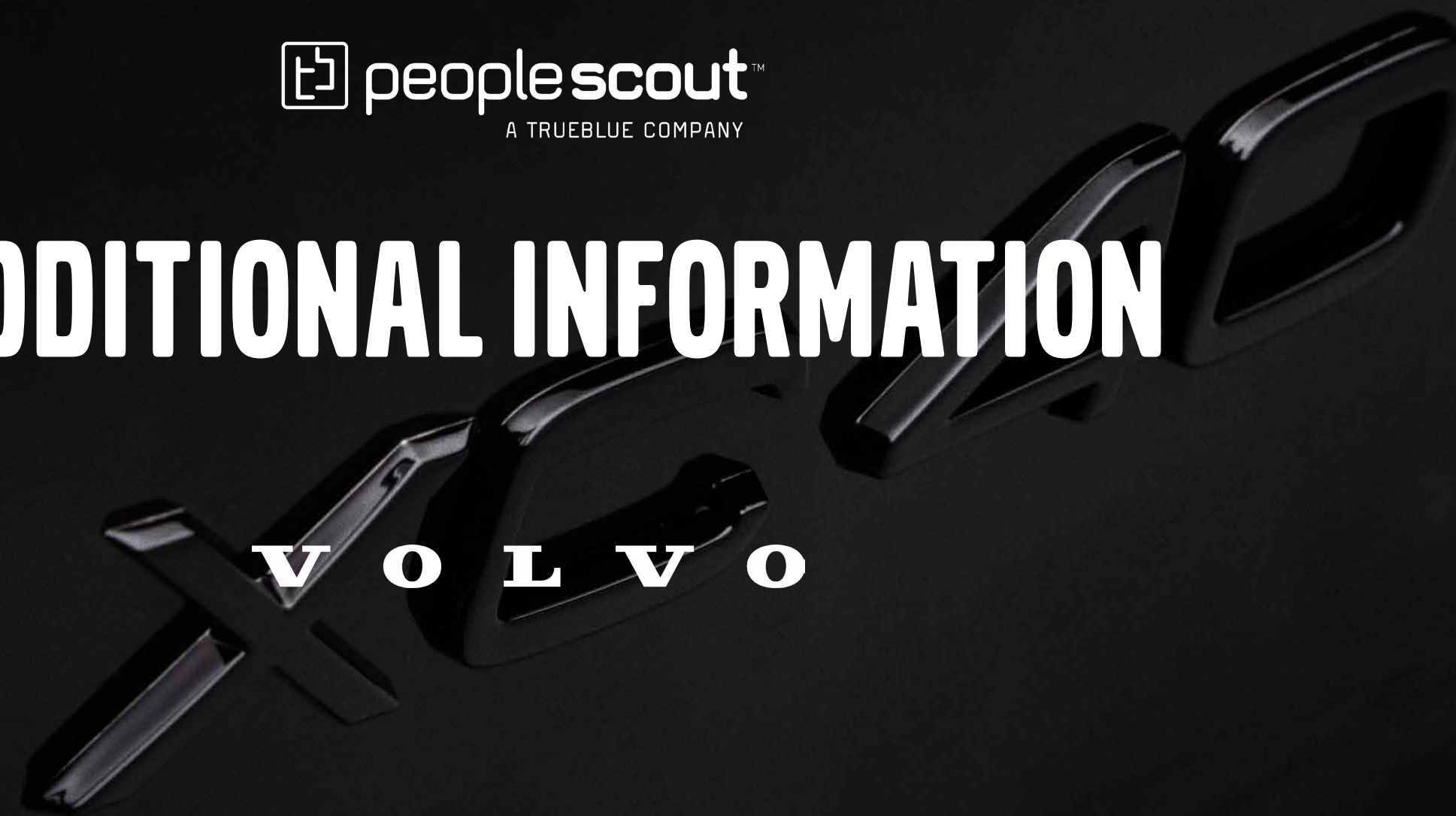


### Meeting our service commitments

- **Brand:** We'll invest time and resources in understanding and actively embedding our service to ensure our solution fully embraces Volvo's brand.
- **Pace:** We'll deploy our global Implementation team to implement our solution within 8 weeks.
- **Quality:** We'll deploy our proven methodology (NEXT) to implement our solution rapidly, correctly and to the satisfaction of all parties.
- **Agility:** We'll deploy resource from across our business, including our wider implementation and technology teams, legal and HR teams, to proactively address any immediate or short-term requirements.



# ADDITIONAL INFORMATION





A key advantage of selecting PeopleScout is the wealth of talent advisory services we can provide to make Volvo truly stand out in the market. Through **TMP Worldwide**, we boast unrivalled knowledge and experience in supporting large scale, global and highly complex organisations with the full remit of talent advisory services, from media planning and buying through to brand consultancy. By selecting us, Volvo will benefit from a single, expert provider that can deliver a holistic solution.

Volvo will be one of our first clients to benefit from our new **OUTTHiNK philosophy**. As your talent partner, we will motivate, target and equip our teams with the tools necessary to always outthink your competition, tired industry conventions, and traditional technological barriers. Whatever your talent, resourcing or communications needs, from employer branding to social media strategy, recruitment marketing to RPO services, we'll bring customer focus, creativity, insight, stress-tested expertise, and a huge range of tech-enabled services to meet your challenges like no other provider.

#### **Industry recognition**

Our capability has been recognized externally. Over the last three years alone, we have been nominated for 40 major awards and won **20**, across the categories that really matter, including Employer Brand, Campaign of the Year, Candidate Experience and Innovation in Attraction. We have left space for more, and already in 2024, we have been nominated for six major awards in categories such as Candidate Experience, Employer Brand, Use of Video, Use of Technology and Visual Craft.

## Improvement strategies already identified

Based on our current understanding of your requirements, we believe the following added value services will deliver real, tangible benefits:

- **Communication Template Reviews:** We will run a short discovery session of your communications to analyse your advertising, specifically looking at your tone of voice, consistency of language, the clarity of your proposition and the expression of your values and diagnose any issues and recommend changes. An expert Copywriter will then complete any amendments, as required. This service will help ensure your brand is brought to life clearly and consistently across your written communications, enhancing the candidate experience and improving engagement throughout the process. Typically, this would cost approximately **£5,000** as a standalone service at market rate but will be provided to you for free as part of our Continuous Improvement framework.
- **Social Media Audits:** We will complete an audit of agreed social media channels to assess your current performance, content and engagement levels. We will put your careers social channels under the microscope, identifying whether they reach the right people, effectively communicate your difference, and amplify your employer brand. We will provide findings and recommend key improvements. This service will provide opportunities to improve your social strategy, boosting engagement with key audiences, such as female talent in the tech/digital space and improving reach. Typically, this would cost approximately **£8,000** as a standalone service at market rate but would be provided to you for free as part of the continuous improvement framework.

- **Strategic Ideation Sessions:** After your first full year cycle, we will gather subject matter experts from across PeopleScout and TMP Worldwide to conduct a face-to-face, insight-driven ideation session with your leaders regarding a pre-defined issue or challenge you need solving. We will prepare research and insight to identify and road-test 'big picture' solutions and operational improvements with you in a workshop environment. This service will provide a high value and intensive opportunity to understand where you could take your strategy. Typically, this would cost approximately **£20,000** as a standalone service but would be provided to you for free.
- **OUTTHiNK Index reporting:** As covered earlier in this response, PeopleScout has a proprietary research tool, Employer Brand Index, which we will use to benchmark Volvo Cars' employer brand and illuminate where you are leading and lagging against competitors. The results are refreshed every six months and will provide an ongoing guide to where Volvo needs to focus attention to enhance and improve your employer brand.







# CASE STUDIES

V O L V O



We have great faith in our ability to deliver the services you need, and we're proud of our track record:

## Experience in software engineering in the automotive industry

### GKN Automotive

We provide a fully outsourced, multi-country, full-cycle RPO solution, supplying over 150 workers across 54 locations in 21 countries. We supply multiple staffing categories at high volumes, recruiting roles ranging from senior technology, software and engineering positions to entry-level customer service roles within shared service centres. These roles require proficiency in a variety of languages, including English, Polish, Hungarian, Spanish, and Italian.

**Proven Success and Efficiency:** Within just 10 months of service launch, we successfully filled 150 specialized engineering positions, achieving this milestone two months ahead of schedule. Our team reviewed over 1,300 applications and conducted screenings for over 250 candidates, resulting in over 80% of the candidates the team shortlisted being invited to interview. The team also supported with initial phone screens, technical assessments, and post-offer communications.

**Expanding Our Partnership** – following our initial success, we expanded our engagement with GKN to include their operations in India. We have now assumed responsibility from local third-party agencies to deliver niche engineering hiring, while also launching and embedding a new EVP and delivery model.

## Experience in the automotive industry

### Goodyear

We deliver a fully outsourced RPO solution for Goodyear across North America, including the United States and Canada. Our service is managed by a dedicated team of Account Management professionals, ensuring personalized attention and seamless coordination. All sourcing activities are executed by a scalable team of recruiters based in the US, with additional support from our global delivery hubs in Poland and India. This strategic distribution enables us to effectively meet the diverse recruitment needs of Goodyear's divisions and scale up and down based on demand.

**Collaborative and Strategic Engagement:** Our approach is highly collaborative, fostering strong partnerships with stakeholders through regular interactions. We meet with stakeholders on a weekly, monthly, and quarterly basis, and hold bi-annual meetings with Goodyear's senior leadership team in Akron, Ohio. These structured engagements allow us to drive stakeholder engagement, objectively assess performance, and continuously identify and implement strategies to enhance our solution.

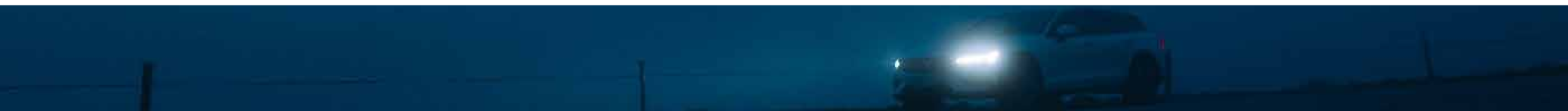
**Driving continuous improvement** – Throughout our partnership, we have consistently demonstrated our ability to enhance our service. Key accomplishments have included:

- **Re-building and re-branding the Goodyear US Careers Website:** significantly improving user experience and employer branding.

- **Implementing a new technology suite:** including CRM system and an ATS, with self-service reporting accessibility to key senior stakeholders, enhancing transparency and efficiency.
- **Introducing Digital Interviewing and Interview Self-selection Capabilities:** streamlining the hiring process and improving candidate experience.

**Demonstrable success** – We have:

- **Delivered thousands of candidates:** Successfully hiring 25,391 workers since the start of our partnership in 2019, delivering over 326,000 applicants.
- **Improved Interview to Offer Ratio:** Reduced from 9:1 to 3:1.
- **Improved Time to Fill:** Reduced by 8 days from 40 days to 32 days.





## Experience in serving as an extension to existing talent acquisition functions

### ERM

We deliver an agile RPO solution and support ERM's internal recruitment team to source workers across a wide range of roles, ranging from HR Specialists through to Business Development Managers, Managing Consultants, Ecologists and Accountants.

**Supporting ERM's internal teams:** We act as a true extension of ERM's business; the client has 500+ roles per annum and we provide the full suite of RPO services, from purely sifting candidate CVs, proactive sourcing and headhunting, through to end-to-end candidate recruitment. We provide detailed market intelligence to support individual recruitment campaigns and hold quarterly review sessions to present an overview of our delivered services along with valuable insights into the broader recruitment landscape and key competitors.

**Scalable and Dedicated Recruitment Team:** We have established a fully scalable and highly flexible team of recruiters and bi-lingual recruitment coordinators based at our Global Delivery Centre. This allows us to quickly adjust our resources, scaling up or down as needed to effectively manage fluctuations in recruitment activity.

**Demonstrable success:** Over the past six months, we have supported 74 vacancies, screened 190 candidates, presented 84 candidates and conducted 33 interviews for sites in France, Germany, the UK, Ireland, Spain, Italy, Belgium and the Netherlands. Implemented in November 2023, ERM have been so impressed with our service that our solution has now expanded to include supporting ERM's internal recruitment teams in north America.

## Experience in mechanical engineering

### Scout Motors

We recently delivered a project RPO solution for Scout Motors, a company which specializes in the manufacture of all-electric trucks and SUVs. We were required to supply a range of mechanical engineering roles across North America. Because of the space they operate in, many positions require candidates whose background and experience are extremely rare.

**Delivering requirements:** We implemented a highly scalable, dedicated delivery team to support Scout's volume needs and executed a multi-channel sourcing strategy, with a heavy emphasis on direct sourcing.

**Generating results:** We achieved **100%** fulfilment, supplying 14 hires. Key roles included Vehicle Software & Electrical Engineers, Infotainment Display Engineers and Software Engineers (Vehicle UX).



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# PRICING

VOLVO

XRC40

COMMERCIAL MODEL									
Roles per quarter			50 to 150	151 to 250	251-350	351 to 450	451 to 550	551 to 650	651 to 750

Delivery function	Location	Role	Team FTE						
Client Service RPO	Sweden	Account Director	0.5	0.5	0.75	1	1	1	1
Client Service RPO	Sweden	Recruitment Operations Manager	0.25	0.5	0.75	1	1	1	1
Client Service RPO	Sweden	Recruitment Business Partner	2	4	5	5	5	5.5	6
Recruitment	Poland	Recruiter	3.0	7.5	13.5	20	25.3	30.7	36.0
Recruitment	Poland	Specialist team manager	0.5	1	1.5	2	2.5	3	3.5
Recruitment	India	Recruitment Coordinator	2.0	4.7	7.3	10	12.7	15.3	18.0
Recruitment	India	Recruitment Team Manager	0.25	0.5	0.75	1	1.25	1.5	2
<b>Total Team size FTE</b>			<b>8.5</b>	<b>18.7</b>	<b>29.6</b>	<b>40.0</b>	<b>48.8</b>	<b>58.0</b>	<b>67.5</b>

Unit prices	Management fee pcm	£23,417	£41,217	£59,787	£71,355	£72,284	£77,850	£83,640
	Close fee per successful hire	£856	£856	£856	£856	£856	£856	£856

Example total fees per quarter	Hires (mid-point of scale)	100	200	300	400	500	600	700
	Management fee (3 months' total)	£70,251	£123,651	£179,361	£214,065	£216,852	£233,550	£250,920
	Close fees	£85,600	£171,200	£256,800	£342,400	£428,000	£513,600	£599,200
	Total fees	£155,851	£294,851	£436,161	£556,465	£644,852	£747,150	£850,120
	Average total fee per hire	£1,559	£1,474	£1,454	£1,391	£1,290	£1,245	£1,214

A one-time fee of £25,000 will be payable for operational implementation of the recruitment service. This fee will be refundable to Volvo on confirmation of a second successive quarter of recruitment. The refund will be made in the form of a reduction to the value of £25,000 on the first monthly invoice of the second successive quarter.

The Talent Advisory services detailed below are included free-of-charge.

**Included in pricing:**

LinkedIn recruiter licenses.

Operational implementation of the recruitment service.

Specific Talent Advisory services - Candidate journey diagnostic, social listening audit, communication template review, social media audits, strategic ideation sessions, Outthink brand index reporting, Employer brand insight Focus groups. (Market value £65,000)

Careers site with up to five pages. Further customisation to be quoted on completion of brief. (Market value £9,000.)

Volvo-branded CRM platform for talent pooling with a reporting suite.

**Excluded from pricing:**

External media costs (we understand Volvo has confirmed a central budget for this) - We have assumed 70% of the roles we work on will be sourcing led as opposed to advertising.

Third-party test products (e.g. psychometric/behavioural tests).

Third-party pre-employment vetting.

Delivery/support in final assessment centre and interviews.

Excluded services available, price POA.

**Notice periods**

Notice period for quarterly requirement – one calendar month prior to the quarter (day one). For example, for a recruitment quarter beginning 1st April, the requirement would be confirmed by Volvo no later than 1st March.

In the event of a vacancy being cancelled/withdrawn by Volvo after it has been posted, a cancellation fee will apply. Terms TBA in contract.

**PeopleScout standard commercial terms**

Unit prices will be used to calculate invoices.

Invoices will be issued on a monthly basis, 1 month in arrears.

Invoices will be issued in GBP (pounds sterling).

Payments will be made in GBP (pounds sterling).

Payment term 30 days.

Prices exclude VAT.

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# APPENDIX

V O L V O



## Appendix

We confirm we can provide all required services, as detailed within the RFQ:

Detailed recruitment process	Description	Vendor offers	Comment
<b>Job posting</b>	Post jobs on external Career Site/ job boards (we provide derailed ads)	<b>Yes</b>	We will post jobs via relevant Careers Sites and job boards on your behalf.
<b>Stakeholder Management and intake</b>	Kick-off Meeting with hiring managers understand the requirements and role and providing the hiring manager with talent Mapping and market insights as well as developing a recruitment strategy. Ensuring a close cooperation with HRBP throughout the entire process.	<b>Yes</b>	We will lead consultative kick off meetings for every vacancy.
<b>Sourcing of candidates</b>	Suppliers source passive candidates	<b>Yes</b>	We will proactively source both active and passive candidates, as detailed within our response, focussing heavily on our talent pooling capability.
<b>Sourcing tooling</b>	Tools for job board integration, social media sourcing, passive candidate sourcing, Boolean search, and other advanced sourcing techniques.	<b>Yes</b>	We will provide a CRM to capture and nurture candidates sourced from different job boards and various channels.
<b>Pre-Screen</b>	Screen all candidates and select the most suitable for next step in the process	<b>Yes</b>	We will conduct CV and telephone screening for every suitable applicant.
<b>Interviewing candidates</b>	How do the supplier secure the right competence	<b>Yes</b>	We will conduct telephone/ video-based and in-person screening interviews for all suitable candidates, as detailed within our response.
<b>Personality assessment</b>	Personality assessment e.g. Kornferry or Alva Labs	<b>Yes</b>	We will conduct personality assessments utilising Volvo's preferred technology.
<b>Other assessments</b>	Other types of assessments, like language, technical etc	<b>Yes</b>	We can provide the full remit of assessments to support Volvo. Our in-house psychologists can advise on additional assessments where required.

Detailed recruitment process	Description	Vendor offers	Comment
<b>Diversity and Inclusion</b>	How do suppliers secure an included and diversity candidate pool	<b>Yes</b>	We will implement our proven inclusivity methodology, as detailed within our response.
<b>Drug test/medical checks</b>	Supplier arrange with all necessary checks before employment	<b>Yes</b>	We can facilitate all checks as required.
<b>Secure the legal requirements to work</b>	Process to secure that the candidate has all the legal requirements such as licenses etc	<b>Yes</b>	We will ensure that candidates have the legal requirements to work, as required.
<b>References checks</b>	Process to secure that relevant references is done	<b>Yes</b>	We can facilitate relevant reference checking.
<b>Signing of contract</b>	Possibility to help with signing the employment contract when e-sign not possible	<b>Yes</b>	Our in-country teams can provide help with signing employment contracts.
<b>Other services related to the RPO</b>			
<b>Pre/Onboarding</b>	Process that assists with the onboarding such as clothes and equipment and what is needed to start work.	<b>Yes</b>	We can work with Volvo to assist with onboarding as required.
<b>Candidate Experience and Interview coordination</b>	Coordinating Interviews between Recruiter, Hiring Manager, interviewers and candidates and providing an outstanding candidate experience	<b>Yes</b>	We will coordinate all interviews on Volvo's behalf, as detailed within our response.
<b>Project management</b>	Project leader and recruiters for ramping up Tech hub and onboarding needs from supplier onsite depending on need and time for the RPO	<b>Yes</b>	We can provide robust recruitment project management support.
<b>Employer branding</b>	Tools to help promote our employer brand, such as customizable career pages, branded job postings, or a platform for sharing employee testimonials.	<b>Yes</b>	We will provide tools to help promote Volvo's employer brand and build careers pages and platforms for sharing testimonials on Volvo's behalf. We have demonstrated our capability in this response.