Talent Pooling for Talent Agencies

As used by:

NZ's biggest promotional talent and brand ambassador agency (NZ)

The Challenge

[Redacted] is a New Zealand talent and marketing agency specialising in experiential marketing and in-store sampling. If you've ever been invited to experience a new product in-store anywhere in the country, chances are you've met a [Redacted] brand ambassador.

This is a business that's been running for 20 years, all the while looking for a way to solve its talent management challenges. When your company often needs to fill 150-300 shifts in a matter of days, spreadsheets, emails and phone calls just won't cut it.

That's when their talent manager found Weirdly.

"Getting Weirdly was great timing. I'm going away on leave for a few months, and this system will ensure everyone knows what to do when I'm not here. I wouldn't have been able to do that before".

This use-case is for you if you :

- Often need 100+ candidates, immediately.
- Don't have time for long sourcing campaigns
- Wish candidates came to you pre-vetted for soft-skills, values and availability.
- Have hiring managers wasting time with manual-heavy processes (like scheduling interviews, managing offer documents or compliance checks i.e. working rights)
- Need to create a great experience, even for unsuccessful candidates so they continue to be great advocates and customers

The Solution

While [Redacted] had grown an exceptional business using manual processes these were becoming more and more time consuming – especially since their Talent Manager was managing coordinators stationed all over the country.

"They spent a lot of time answering emails, ringing around candidates and sending CVs and contracts back and forth,".

This way of working didn't just tie up hours and hours in admin, it also meant some candidates were slipping through the cracks.

"Suddenly, a candidate's waiting a week because there's an email sitting in an inbox somewhere."

[Redacted]'s business can go from zero to a hundred in a matter of days, so missing even one candidate isn't an option

"Sometimes we need to fill 150-300 shifts all of a sudden," says their talent manager, "When we get busy, we need every candidate. We needed something we could rely on; a go-to system we could fire up when the work came through".

Leaving candidates with a bad experience was also something she worried about, and with no oversight, it was hard for her to track budgets and keep tabs on exactly where and when hiring was happening.

"Most of our coordinators work remotely, and because we didn't have an operating system in place for recruitment it was impossible for me to get a clear picture of what was happening in each region".

The Weirdly talent community platform has changed all that.

The New Normal

Weirdly sits at the very front of [Redacted]'s recruitment process. Their recruiter used to spend hours on the phone screening talent and liaising with regional coordinators to book interviews. Now that all happens automatically. The candidates are pre-screened by Weirdly – they answer a few simple questions, submit a video of themselves and enter their availability, all through the app.

"With Weirdly in place, it saves so much time for our recruiter. She doesn't have to call everyone. She just goes into Weirdly,".

If it all looks good, she'll move the candidate to the interview bucket. Then the coordinators take over – they sign off on the candidate, which automatically prompts them to book in their own meeting time through Weirdly's Interview Scheduling feature.

"Getting them to book their own times, that will save us a lot of time and means the candidate doesn't have to wait to get a phone call from us," reports the chief talent manager.

After the interview, the coordinators drop any successful candidates into the 'Offer' bucket, which triggers any reference checks needed, and the induction process.

"That makes the whole system smoother. It will streamline our recruitment process hugely."

Weirdly Features/Modules implemented

1. Talent CRM (volume-ATS with configured workflow)
A simple 'bucket' system removes most of the manual effort. Candidates are dragged and dropped into a shortlisted bucket, automatically triggering emails to the candidates and regional coordinators, who make the hiring decisions. Following interviews, successful candidates are dragged and dropped into documents buckets, triggering reference checks and onboarding processes.

2. Process Automations (interview scheduling)
With instant **interview scheduling**, candidates are invited to interview by simply dragging them into a bucket. The candidates select from available times, cancel or reschedule,
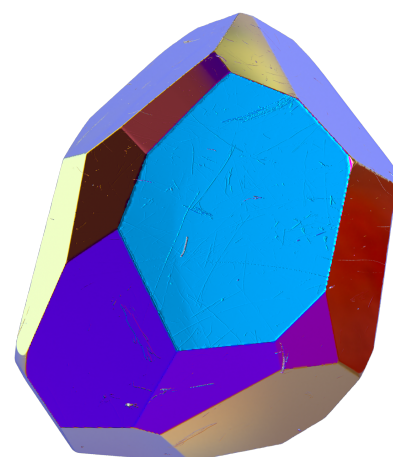
and are reminded automatically, helping to keep candidate no-shows to a minimum.

Successful candidates are **dragged and dropped** (individually or in bulk) into an Offer bucket, **automatically triggering reference checks**.

Successful candidates are simply **exported as a CSV** and imported into [Redacted]'s campaign management system - populating it with a pre-vetted pool of brand ambassadors and event talent, ready to go.

3. Reporting dashboard (ROI)
The team can log in and view a live reporting dashboard at any time. This allows key team members to track and adjust strategy, as well as report back on monthly goals and KPIs.

4. Multi-channel communications (Process + Nurture comms)
Candidates are nurtured throughout the process with automated emails and SMS messages. They're guided through registering into the Talent Pool and periodically nurtured so information remains up to date and employer brand loyalty is built. Perhaps most importantly, unsuccessful candidates are supported with positive and timely notification.

Alongside Candidate communications, Coordinators are also notified regularly at relevant stages of the process.

5. Customised Talent Assessment (Remove resumes)
A fast, fun quiz, designed to assess a candidate's fit with [Redacted]'s values and the soft skills they need to be excellent brand ambassadors. All candidates scoring over an agreed threshold (based on validity and reliability analysis) are automatically long listed. This also removes the need for resumes, which minimises unconscious bias.
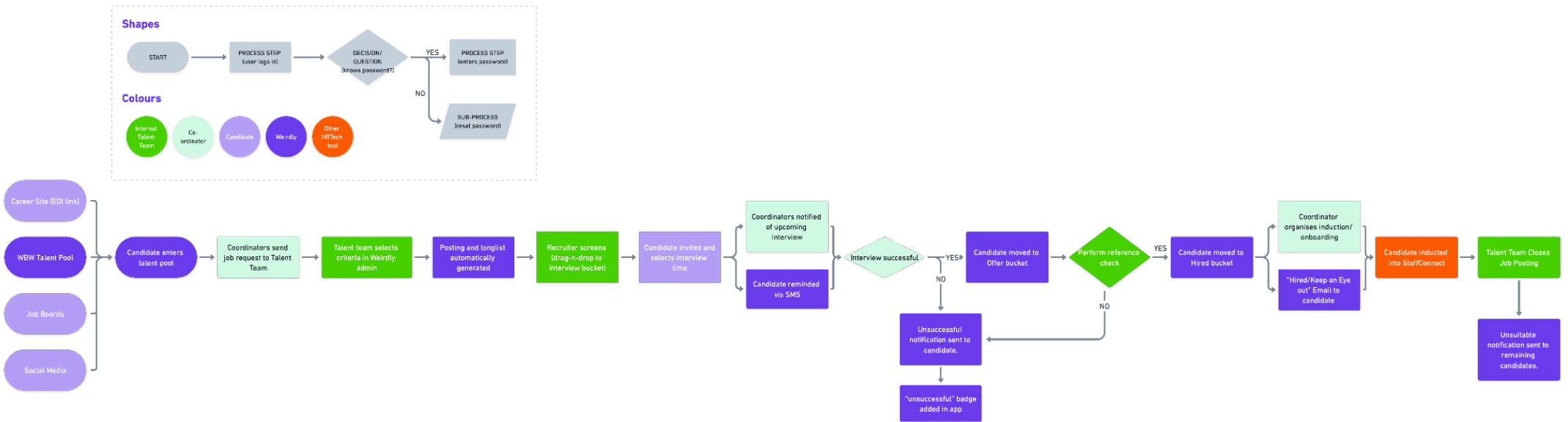
Example Workflow

Here's a typical workflow for this use-case: With Weirdly implemented as a talent community and pre-screening CRM.

Integrations with other parts of the recruiting team's HRTech stack include:
- Career site (for candidate attraction into the Talent Pool)
- Zoom/Google Meet (for video interviews where necessary)
- Talent Management system/ATS

*Note: This is a simplified workflow. Please contact one of our team to get a deeper breakdown of each step including specific automations, integrations and comms steps.

Want pre-qualified talent at your fingertips? Book a demo today.

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The fastest way to build talent pools of pre-screen candidates

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