

# RPO Case Study: *MasterCard International*

Reducing vendors dramatically while building an engine for engaging contract labor at a lower cost made Innovative the perfect fit for real change.

*“Innovative and their RPO Program not only delivered on its promises to improve our quality of applicants and recruitment process, but it did so at a cost savings that we could not find from comparable solutions.”*

**Carolyn Koenig, SVP  
Human Resources  
MasterCard International**



## Too many vendors...too little control

### The Need

The People Services Organization first approached Innovative with the need to hire a significant volume of diversity candidates within a very short window of time and turned to the Innovative RPO solution for help. With too many vendors contacting hiring managers directly, rogue spending was at an all-time high and hiring processes were fragmented.

### The Innovative Solution

Innovative spent the first 30 days of the program with a two-pronged strategy: Implement the diversity recruitment effort while performing enterprise analysis on the multi-vendor contract problem.

Within 90 days, Innovative had branded the program internally as a competitive agency of its own that would service internal managers more effectively and aggressively than external search firms. Innovative launched open houses, corporate marketing campaigns, and internal seminars to train managers on use of the RPO Platform as an effective and user-friendly hiring tool that could be used anywhere from an Internet connection.

MasterCard reduced their vendor list from over 150 companies to less than 25 within the first year

Gave MasterCard a branded tool for hiring both contract & direct

MasterCard saved over \$750,000 over an 18 month period



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