

# hydrogen

## case study American Express

### Background

American Express is a world leading travel, financial and network services company, operating in over 130 countries. In the UK, American Express has main offices in London, Burgess Hill and Brighton.

With such a large and dispersed workforce, American Express required an outsourced service to recruit and manage contractors across all UK sites. Hydrogen has supplied contractors to American Express since 2006 and was invited to tender for this Managed Service Provider contract. In January 2008, Hydrogen was granted the status of key approved supplier of professional level contractors (Band 30+) across American Express.

Since then we have established a strong working partnership with Global Procurement, HR and hiring managers throughout the business, particularly within GNS, AXPI, CSI MI, Legal General Counsel and Treasury.

Hydrogen places a high level of value on our relationship with American Express, and has been proactive in offering and adapting solutions that provide immediate support to the business with interim resourcing requirements. Our dedicated account management team has actively built relationships with new managers, undertaking face-to-face meetings to advise them of our service capabilities.

### Service

The daily service we currently provide to American Express in the UK incorporates a wide range of features, including:

- Consultation with hiring manager upon receipt of vacancy, in order to:
  - qualify role requirements
  - identify specific skill sets
  - understand culture of business area and identify best fit candidate qualities
- Candidate sourcing: (working to a service level agreement to guarantee immediate response)
  - internal and external referrals
  - web enabled advertising and searching tools
  - searching exclusive Hydrogen database
  - headhunting
  - social networking
  - engaging Hydrogen specialist brands
  - engaging and managing PSL agencies (within 48 hours)
- Selection:
  - briefing and screening candidates (in person, where possible)
  - building and maintaining exclusive American Express talent pool (a private database of pre-screened candidates ready for future hiring needs)
  - submitting only top talent to hiring manager
- Managing feedback, interview process and offer stage
  - Contractor care:
  - issuing and extending candidate contracts
  - verifying visas / passports
  - reference checks
  - continual point of contact and support
  - providing payroll services for internally referred or returning contractors
- Providing support and relevant written communication to hiring manager:
  - information on contractor legislation and employment law
  - monitoring contracts and alerting when close to end dates
  - contract extension

### **Benefits**

Hydrogen spends over £2 million each year on superior online candidate attraction tools, including all relevant job boards, CV databases and social networking tools. We utilise our proprietary database of 500,000 professional level candidates as well as the Hydrogen Marketwatch tool; a service that monitors, engages and builds relationships with high quality 'passive' candidates.

During this first phase of our engagement with American Express we have already demonstrated a number of direct benefits to American Express:

- Reduced cost per hire – Hydrogen has saved American Express on average 44% per contractor hire as compared to typical agency rates
- Reduced spend - In the last 12 months, Hydrogen has made over 40 placements and reduced recruitment spend by over 25%
- Enhanced employer brand through positive contractor experience
- Advice and support to mitigate the risks associated with a flexible workforce
- Regular account reporting and accurate Management Information Systems

We have also reduced time to hire through a fast, fully managed sourcing model; its unique strategy combines the following critical elements:

- Access to highest quality candidates via expert sourcing process and use of Hydrogen-owned sourcing and tracking technology
- Creation of bespoke, exclusive American Express talent pool
- Full management of select PSL agencies
- Single point of contact, in regular communication with candidates and hiring managers
- 48 hour CV response time

Of the roles released to date, we have achieved 100% fill rate and received 100% positive feedback from Post Placement Appraisals completed by both contractors and hiring managers.