

# RECRUITING & STAFFING BY GSS

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Finding and attracting qualified job candidates is always a business challenge. Given the dynamics of our global economy as well as the ever changing local labor markets, companies need to be extremely innovative in their recruiting and staffing strategies to effectively compete for the best talent available. GSS can enhance current recruiting efforts with technologies that make the application process more efficient, convenient, and cost-effective. However, technology alone is not the path to success. Leveraging GSS's experience in managing over 90 contact centers in 32 countries, we understand the value of taking a localized, multi-channel approach to success that leverages a multitude of cutting-edge tools.

## THE APPROACH

The ability to successfully manage human resources for a company to maximize its competitiveness and profitability is a core competency of GSS. A defined approach to staffing to include the necessary tools, knowledge of the market trends, and client deliverables are what sets a recruitment plan apart from competitors. GSS recommends a variety of tools that assist in hiring and retaining the best candidates. Examples of the basic components we are experts in establishing are:

- Σ Realistic Job Previews
- Σ Job Descriptions
- Σ Job Postings
- Σ Competitive Ad design campaign
- Σ Defined Candidate Profile
- Σ Screening and Testing Process

The use of a balanced approach to include both objective and subjective components assists an organization in determining the labor demands of an organization and their ability to meet staffing needs due to market supply. GSS's expertise is in

assisting the definition of a successful recruitment and staffing plan that allows Human Resource professionals to function as strategic partners in managing the workforce dynamics to predict and meet all staffing needs.

GSS utilizes traditional as well as non-traditional recruitment approaches to generate the volume of candidates required to fulfill your organization's staffing needs. Newspaper and radio ads are supplemented with internet recruiting, employee referral programs, job fairs, and targeted marketing programs through community resources (colleges, churches, minority organizations, etc.). The use of these web-based, electronic, print, media and other traditional sources all contribute to a competitive staffing and recruitment plan; however, the ability to predict and proactively build a pipeline in a competitive market is where GSS's expertise lends leadership and design support.

After the applicant flow volume has been established through the implementation of the above approach, applicant self-service options are often the best solution for a situation that demands high-volumes, especially during the initial phases of recruitment for a new site or location. GSS has a suite of self-service applicant options available and will partner with the organization to determine a solution that best suits the needs.

Using a web-based hiring approach and online application suite will make any size recruiting process more efficient and cost-effective. The goal is to quickly identify qualified candidates and streamline the hiring process.

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## THE MODEL

GSS leverages the results from the Core Competency Analysis to Contacts, Profiling and Targeting, and Screening and Testing Process to develop tailored Recruiting and Staffing plan to fulfill workforce needs. Outlined below are the "deliverables" from the first four products in the GEMS Human Resource product line that clarifies when they are implemented as an integrated solution that they will deliver an efficient and effective staffing process for the organization.

As critical as Recruiting & Staffing Processes are, it is the fourth step towards a comprehensive Human Resources solution. As a result, it should be implemented along with the following products and services available within GSS's GEMS Human Resources suite to achieve the maximum benefit to employees, customers, and bottom-line:

