

Modular RXO Solution to Support Hiring for Franchised Auto Dealerships

“Hiring efforts at dealerships need recalibration as the salesforce will continue to play a critical role and be a key differentiator”

Background

ESTABLISH HIRING STRUCTURE FOR ORGANIZATION OF FRANCHISED DEALERSHIPS

In a franchise-led dealership business, there can be a lot of ambiguity as each location behaves and operates in their own way. Our client, a luxury auto brand, needed to establish hiring processes for their franchised dealerships in the United Kingdom. In this case, a one size fits all RXO program was not feasible and the client needed an innovative and flexible solution.

While our client wanted to provide hiring structure, it’s important to note that franchises would not be required to use the RXO program once established. Locations could choose to engage the RXO program or continue to recruit and hire independently via their own onsite teams or preferred staffing firm.

Our Approach

BRINGING INSIGHTS AND MEANINGFUL DATA TO THE CONTINGENT PROGRAM

To match the complexity of franchise-led hiring, Pontoon delivered a modular RXO solution. Franchise locations can pull different services off the shelf dependent on their specific hiring needs and budgets. Pricing varies based on the service used. Pontoon actively meets with dealerships to discuss hiring needs and challenges and explain the recruitment services available.

Available services include:

- Job Advertising / Broadcast
- Partial cycle: advertising + screening and shortlisting
- Pontoon curated Talent Pool
- Full cycle recruiting: end to end services

Job Advertising:

In this option, we have a Broadcast service where we simply advertise the role and then provide the hiring manager with all the applicant CVs to review. Pontoon does not source nor screen in this instance. This is a popular option with retailers as Pontoon holds the contracts with job boards yet they can still leverage the luxury brand logo.

“I like the broadcast only option. We never liked the end to end one size fits all service as we want to manage our own candidates, arrange our own interviews and offers” – Franchise Owner

Partial Cycle:

Pontoon advertises the role on all available channels, as well as screens and shortlists CVs. This option works especially well for retailers with small headcount that simply do not have the bandwidth to handle high volume of applicants nor the budget for full cycle RPO.

Pontoon Talent Pool:

Pontoon has created an impressive talent community that puts a focus on candidate engagement. In this instance, retailers can fish from the Pontoon talent pool. Pontoon maintains the community by actively adding and removing talent. Talent includes all standard retailer skillsets such as Vehicle Technicians, Sales Professionals, and Service Professionals, as well as rare skillsets like Master Vehicle Technicians and Electrification Experts. The engagement includes video job postings, newsletters, and spotlights on current workers or dealership locations.

Full Cycle Service:

Pontoon is engaged for the full traditional RPO cycle - job creation to employee hire. In this scenario, the dealership location and/or position is actively promoted within the Talent Pool community via newsletters and videos.

Client Results

NOT MANDATED YET WIDELY USED WITH GREAT RESULTS

The new modular approach has been very successful and well-received. The retailers enjoy the flexible services and they engage Pontoon in a variety of ways based on the roles they are filling. For example, one location may use Broadcast only to quickly capture a large volume of candidates, while at the same time use end to end services for tough to fill roles. They can pick the product that maximizes their investment.

“We value the end to end route [full cycle service] as it takes so much pressure off our team here... at the end of year, we will likely broadcast [only] to keep costs low” – Franchise Owner

Out of 260 retailers in the UK, two thirds utilize Pontoon services. This has improved and is especially impressive considering the program is not mandated, some franchises have their own internal recruitment teams, and locations can still leverage established relationships with recruitment outsourcing firms. Locations see a clear value in Pontoon’s ability to meet their hiring needs, regardless if they are the smallest or the largest retailer in the organization.