



BRANDED **MSP PROGRAM**

CLIENT PROFILE

An IT products and services provider

CHALLENGE

To regain MSP buy in from hiring managers and suppliers after a service provider transition

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Prior to transitioning to a managed provider (MSP) program with Allegis Global Solutions (AGS), hiring managers experienced dissatisfaction with the incumbent provider's services. They wanted a more hands-on MSP model to allow additional focus on shortlisting of candidates, speed and higher quality of talent being submitted. Similarly staffing suppliers had been frustrated with the lack of communication that impacted their ability to support the program. In order to drive their new program, our customer needed a way to reeducate their internal teams on the benefits of participation in an MSP program, and to reenergize the supply base.

SOLUTION

As part of the program discovery and implementation phase, our customer leadership supported an initiative to create a brand to associate with the MSP program. The idea was to give a name to their organization's ability to acquire human capital from a single resource with standardized, proven processes. As the MSP program expanded into new countries, it would become increasingly important to outline the services and support available from the AGS program office for the benefit of local hiring managers. Some of these managers may have never engaged an MSP prior to ours. Furthermore, a branded program would support the high touch MSP service model desired by our customer.

AGS partnered with customer HR and Procurement sponsors to develop a brand that would signify the importance of having a cohesive and complete talent acquisition program. Representing our customer's overall worldwide human capital initiative, the brand was built to incorporate all aspects of temporary hiring. AGS proposed the brand name My Talent on Demand, or simply MyTOD, to capture and represent our customer's goal of having a one-stop shop for all of their contingent labor requirements. The MyTOD logo makes our MSP program identifiable within the broader organization.

RESULTS

- Hiring manager satisfaction
- Supplier satisfaction
- Global cohesiveness and program awareness



A logo was designed to give a consistent look and feel to the program. With the branding approved by our customer, materials were developed to educate hiring managers and suppliers about the program, and the AGS program office facilitated communications to all parties. The brand aided in the change management process as suppliers and hiring managers learned how the new program would impact their requirements.

From this point forward, the MyTOD brand would be included in customer quarterly business reviews and presentations, supplier performance reviews and announcements, internal case studies and business cases, and any communications relating to MSP

RESULTS

By having a branded MSP program, it has been easy to build discussion points between managers and suppliers, communicate acquisition initiatives and share marketing solutions on a global scale. The MyTOD brand directly affected the program's ability to grow as new hiring managers recognized the name and knew that our MSP solution was more than a vendor brought in to submit resumes. Our MSP program continues to develop into new divisions and support additional locations, with the most recent implementation taking place in Australia.

MyTOD is an installation in our customer's hiring process, and managers and suppliers recognize it as such. Hiring manager and supplier survey results have indicated overall satisfaction with our program, and customer leadership has provided positive feedback as well.



ABOUT ALLEGIS GLOBAL SOLUTIONS
Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide.

