

Delivering Immediate Access to a Large Volume of Quality IT Talent in a Competitive Market

Industry: Automotive

Our client is a multi-national automobile manufacturer and Canada's longest established automaker, with its Canadian operations established in 1904. Headquartered in Oakville, Ontario Canada, our client has grown to employ approximately 6,800 people nation-wide and an additional 20,300 people in 430 dealerships across the country.

The Challenge at a Glance

Our client expanded operations into a new geography that was experiencing a competitive market for IT talent. Due to an increase in demand for services, our client required a high volume of niche developers in a short amount of time, yet they lacked a formal recruitment program and an internal recruitment team to scale.

With limited internal resources or market knowledge, the client was frustrated with a difficult hiring process that included inexperienced vendors, unqualified submissions and rejected offers.

Without an internal recruitment team, our client lacked the experience required to write compelling job postings, review resumes or conduct proper interviews.

The Bottom Line

Our client had an immediate need for a large volume of contingent resources with niche IT skills. However, the client lacked a formal recruitment program and was struggling to engage qualified candidates in a highly competitive market.

Our client lacked confidence in their ability to recruit top contingent talent and feared the skills shortage would cause major project delays.

Quick Facts



Identified and delivered 100 contingent workers in three months.



Ensured zero project delays and on-time completion.



Procom was awarded Vendor of Choice for all contract staffing and permanent placement recruitment needs across Canada.

The Solution

To meet the client's growing and immediate demand for talent, Procom implemented a national recruitment strategy to engage qualified talent on time and on budget.

Our consulting and recruitment services reduced the time spent on hiring efforts and helped the client build critical IT teams required to ensure project completions.

Established a Formal National Recruitment Strategy

Through Procom's consulting and contract staffing services, our client was able to take advantage of a formal recruitment strategy with access to a substantial toolset and structured processes for engaging talent at each stage of the recruitment lifecycle.

Identified and Delivered Access to Top Talent

Leveraging our market expertise and large talent network, Procom launched a nation-wide recruitment strategy and delivered on our client's core needs by engaging over 100 contingent workers within three months.

Customized Communications Planning

With a focus on personal communication with all affected parties, Procom met with each Project Lead individually to gain a deeper understanding of the client's products, current pain points and the specific qualifications required for each role.



Key Improvements

Through Procom's contract staffing and consulting services, our client was able to establish a formal recruitment program with access to a national talent pool.



Projects were delivered on time, on budget, and with better quality.



Reduced time spent on hiring efforts, resulting in increased productivity for core job duties.



Reduce turnover costs of unqualified candidates, quality issues and retraining of workers.

About Procom

Procom is one of North America's leading staffing and contingent workforce management providers. Our business succeeds because we are reliable, our clients trust us, and we work hard to earn that trust by providing key insights and a commitment to transparency.