

# CASE STUDY



## OUR OBJECTIVE IS YOUR **SUCCESS**

Swissport was incorporated in 1996. Today, the company is the global leader in airport ground services and air cargo handling, both based on revenue and the number of airports served. By the end of 2021, Swissport was operating at 285 airports in 45 countries.

## SOLUTIONS FOR YOUR **BUSINESS**

### At a glance



**59 PLACEMENTS**



**COMPETITOR ANALYSIS  
TO IMPROVED  
EFFICIENCIES**



**FULLY UPDATED  
APPLICANT  
TRACKING SYSTEM**

With the government travel restrictions being lifted, Swissport had to plan a massive recruitment campaign to hire 100s of ground, aircraft and passenger service agents.

The recruitment campaign had initially attracted a vast number of applications for aircraft and passenger services which the HR team alone found difficult to manage. But by March they also were facing a decrease in direct applications.

The challenge was attracting new candidates screening the backlog of applicants, scheduling interviews and updating candidate status on their Applicant Tracking System.

*A complete solution for your business!*



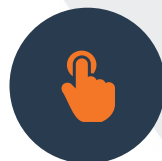
Recruitment Solutions



[www.rentarecruiter.com](http://www.rentarecruiter.com)



**Europe**, United States, Australia,  
The Middle East



**Screening  
candidates**



**Scheduling &  
conducting  
interviews**



**Making  
candidates  
Offers**

# Rent a Recruiter

## Business Solutions

*A complete solution for your business!*

Rent a Recruiter embedded recruitment solution was implemented to support the Swissport's HR team. The objective was to overcome the challenge of being under-resourced. One Account Director and one Talent Partner were assigned to work with Swissport, and they managed their talent acquisition function from February to April 2022.

Rent a Recruiters Talent Partner acted as Swissport's in-house Recruiter, working alongside the Talent Acquisition team. Swissport was able to leverage Rent a Recruiters experience of working with numerous clients to streamline the recruitment process. We advised revising their adverts on Indeed thereby improving traction from their job adverts.

Our account management team organised kick-off meetings to gain better understanding of:

- The recruitment process
- Job descriptions
- The ATS / Taleo
- The backlog of applications and
- Presentation of statistics

With Rent a Recruiters Talent Partner in place and a detailed understanding of the processes we commenced supporting the HR team at Swissport by:

- Reviewing new applications on Taleo and those shared by agencies
- Conducting screening calls
- Scheduling in-person interviews
- Updating candidate status on Taleo for weekly recruitment statistics report
- Our Talent Partner also extended support conducting in-person interviews at an Swissport Open Day
- Rent A Recruiter provided greater hiring efficiency without the high costs associated with agency fees.

Rent a Recruiter converted 59 placements, conducted a competitor analysis of job adverts on Indeed and presented the data to Head of Talent in UK to revise their adverts on Indeed which greatly improved their job placement effectiveness. All candidate profiles fully updated their Applicant Tracking System.