

# Automotive manufacturer hires talent for **successful vehicle launch**

*“A great process, executed flawlessly.”*

*Automotive HR Manager*

## The Challenge

With both commercial and financial risks on the line, a leading automotive manufacturer required 1,500 workers for their new vehicle assembly line. They had to be located, hired and in place before the launch – in just 12 weeks. Our client also needed a partner with established processes, reliable infrastructure and the expertise to manage the new workforce, including the ability to ramp up resources or scale back to support fluctuating workloads and product demands.

## The Solution

ROMA, our applicant tracking system, enabled fast and flexible setup for this project, which was broken into five processes aligned with client requirements:

- ✔ **Candidate attraction** – Strategic advertising on all major internet job boards, local and specialist publications delivered a constant stream of applications over an 8-week period.
- ✔ **Candidate engagement** – Our national recruitment center managed all candidate communications including initial contact, pre-screening and inquiries. ROMA tracked the recruitment process and provided visibility to interactions, outcomes and overall progress.
- ✔ **Applicant management** – A multimedia presentation first provided applicants with realistic job and work environment previews, and then provided behavioral and competency assessments. Applicants were qualified for necessary project-related skills, including dimensional perception and mechanical understanding.
- ✔ **Interview and assessment** – Experienced consultants were on site daily to manage assessment centers, which included conducting interviews and practical assessments, such as parts construction and timed activities.
- ✔ **Onboarding and Training** – Consultants onboarded new hires, including coordination of appropriate training arrangements from internal or specialist third party trainers.

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## The Results

We surpassed the client's target to ensure order fulfillment, establishing a pool of 1,600 successful candidates ready for deployment.

- ✓ Received / managed over **14,000** applications
- ✓ Contacted / qualified **13,500** applicants via telephone
- ✓ Pre-screened / assessed **11,000** applicants
- ✓ Managed **6,400** / interviewed **2,000** applicants at Assessment Centers
- ✓ Provided ongoing **staff management**
- ✓ Conducted regular performance reviews to **ensure sustained productivity** / employee engagement



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