



CASE STUDY

Top International Oilfield Services Company

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We began working with our client more than five years ago and soon became a strategic partner around identifying key resources and talent for the oilfield services company. Due to the company being a services company, revenue is closely tied to availability of deployable resources for wellsite jobs. After many discussions with Genesys and the power of creating talent cloud communities through technology and specific marketing campaigns, our client wanted to put the solution to a test.

Our client identified a key area where there was a tremendous lack of resources to support customer needs. The positions were Field Specialist for a division which specializes in Directional Drilling, and located in Midland, TX within the Permian Basin. Due to the oil boom in this basin, resources were scarce and every oil related company was competing fiercely for talent. The job requirements were very specific in nature, which posed additional challenges.

Field Service Specialist

- Bachelor's Degree in Mechanical Engineering Technology or Electronics Engineering Technology
- Less than 3 years of experience
- Willing to relocate to Midland, TX
- No set schedule and on call 24 x 7 and 365 days a year
- Willing to work on holidays
- No more than one motor vehicle moving violation in one year or more than two motor vehicle moving violations in the previous three years
- Willingness to submit to a hair follicle drug test

The North American Manager of Recruiting engaged us 5 days prior to a hiring event scheduled in Midland, TX and asked us to utilize the Genesys solution. Due to the timing and the difficulty of the search, the manager stated a success would be to provide three to five candidates to the event and end up hiring one of the candidates. Within five days of utilizing the Genesys solution, the following results were accomplished:

- Over 500 possible candidates targeted via aggregated sourcing strategy
- Over 150 candidates contacted
- 21 candidates were curated and presented to our client
- 19 candidates attended the hiring event in Midland, TX (6 times client success criteria)
- 11 candidates received offers
- 10 candidates accepted and started (10 times client expectation)

Procurement Specialists – Houston, TX

Due to the success of the initial pilot, Genesys has since been utilized to locate talent for the consolidation of the North American Procurement Department into a centralized Center of Excellence in Houston, TX. The project entailed identifying and hiring 86 Procurement Specialists, Expeditors, and Spot Buyers.

OUR ONGOING PARTNERSHIP

Genesys and our client are now engaged in a formal agreement in which Genesys is working closely with the MSP as the primary solution for locating resources for the largest population within the company, Equipment Operators. The population consists of over 5,500 individuals in North America. Genesys serves as the primary solution for identifying alumni, referrals, and proactively sourced candidates. Our client sees the solution as having an exponential ROI due to the quality and speed to market which in turn means that they can deliver to their customers' needs in a timely fashion. Genesys is closely working with the MSP and is currently working on integrations with the VMS.

