

# BIG 4 CONSULTING PROFESSIONAL SERVICES FIRM

Enhancing Recruitment Efficiency for a Big 4 Consulting Firm

10,000+ employees  
New Jersey, US



## OBJECTIVES

A finance team at an accounting firm was experiencing a significant challenge in their recruitment process. Despite extending offers to prospective candidates, a notable number were declining these opportunities. The client sought our recruiting team's expertise to understand and address the underlying reasons for these declines. The objective of this project was to identify why there was an increase in offer declines and how they could better attract/engage candidates in the recruitment process.

## OUR APPROACH

Our approach to improving the recruitment process was unique and effective. Unlike typical consulting engagements who just look at the numbers, we went a step further. We closely examined how the company's culture and values were influencing their hiring success. Collaboration is also key in our method. We don't just hand over recommendations; we partner with the client, co-creating and implementing strategies together.

We collected data on the average time it took for candidates to reach the offer stage, how many interviews candidates were expected to participate in, and how many offers were declined vs. accepted. We also benchmarked to see how long the interview process typically took for our competitors.

## OUR INSIGHTS

### 1. Utilize Technology for Process Efficiency and Engagement

We recommended incorporating automated scheduling tools and video interview software to streamline the recruitment process. This not only saves time but also enhances the candidate experience. Our OD approach focuses on leveraging technology not just for efficiency, but also for building better connections with candidates.

### 2. Optimize Interview Structure for Collaborative Decision-Making

We advocated for a more streamlined interview process by limiting the number of interviews. This approach is rooted in OD principles, emphasizing the need for collaborative and efficient decision-making. Reducing the number of interviews alleviates decision fatigue and aligns with a systemic approach to improving recruitment efficiency. This is not just about cutting down steps; it's about optimizing the process for better, more collaborative outcomes.

### 3. Enhance Candidate Engagement through Continuous Communication

We suggested continuous engagement with candidates throughout the recruitment process. In OD, constant communication is more than a tactic; it's a strategy to build relationships and trust. This involves both recruiters and hiring managers actively keeping in touch with candidates, thereby creating a more personable and engaging recruitment experience. Unlike traditional consulting that might focus on process over people, OD integrates constant communication as a key element in nurturing a positive candidate experience and employer brand.

## AT A GLANCE

### KEY INSIGHTS

- Utilize Technology for Process Efficiency and Engagement
- Optimize Interview Structure for Collaborative Decision-Making
- Enhance Candidate Engagement through Continuous Communication



## NIKI MATHUR

CEO and Founder

Niki is currently a graduate student in the MSOD program at Pepperdine Graziadio Business School, where she consults internationally and focuses on strategic leadership, change management, and personal development.