

CASE STUDY

# REDEFINING THE POWER AND REACH OF PAN-EUROPEAN ONLINE RECRUITMENT TECHNOLOGY SOLUTIONS

How Kelly Services and Pixid worked with OYO Vacation Homes (UK & Europe) to develop and launch an innovative, online technology-driven recruitment strategy spanning multiple countries, cultures and business units.

**Established in 2013, OYO is now the world's largest online hotel group - and it's growing fast.**

Indeed, with one million rooms in 23,000 hotels and 125,000 vacation homes based in 337 cities, OYO is already the biggest hotel brand in China and the number one hotel chain in South Asia. So it will come as no surprise that the company decided to expand its presence in the highly competitive European market by launching OYO Vacation Homes (UK & Europe) in 2019.

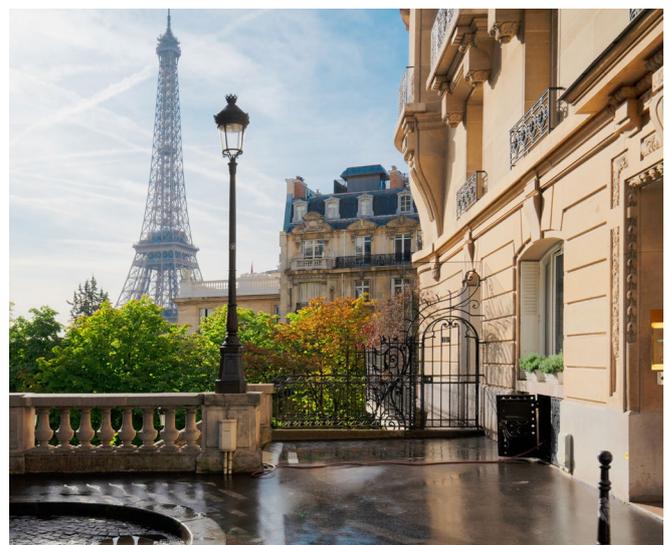
This presented a major resourcing challenge. How could an Online Indian-based start-up organisation attract, recruit and onboard over 500 sales and support staff from scratch across 20 European countries within a timescale of just three to six months?

## Joining forces with Kelly Services and Pixid...

OYO called on Kelly Services to help them develop the talent attraction and resourcing infrastructure needed to support its pan-European expansion plans. Conscious of the need to offer a true end-to-end recruitment and workforce management solution, Kelly decided to partner with Pixid, a world leader in cloud-based recruitment solutions.

Together, Kelly and Pixid worked with the OYO management team to define the recruitment need, develop a robust attraction strategy and put in place the human and technological resources to turn that strategy into results.

"This was an incredibly complex and multi-dimensional pan European project," says Matt Crawcour, VP Sales EMEA at Kelly Services. "We weren't just engaging with 20 different countries and their various legal and



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compliance frameworks as well as third party staffing partners. We were also bringing together the different cultural outlooks and experiences of Kelly Services, Pixid and OYO - an American company, a European tech company and a fast-growing Indian dotcom. The learning curve wasn't so much steep as vertical - but we knew that we were breaking new ground in the process."

## Implementing the solution...

Kelly Services and Pixid collaborated closely with the OYO HR and internal talent teams to implement a coherent and well-coordinated strategy to recruit everything from recruiters and HR administrators to customer support and business development managers.

This included using mass marketing to drive qualified candidates to OYO's own online recruitment portal. Applicants were then automatically migrated to the myPixid online Vendor Management System which facilitates the procurement, onboarding and management of temporary and permanent staff as well as contract and contingent staff.

## Delivering effective results...

Within four months of its launch, the new online recruitment strategy has successfully generated in excess of 3,000 candidates and over 300 temporary staff have already been onboarded at OYO Vacation Homes (UK & Europe).

The recruitment team is on course to fill the remaining 200 vacancies in the coming months, certain in the knowledge that the recruitment process and its supporting technology has the flexibility to meet any additional growth in OYO's recruitment needs going forward.

"This has been one of the biggest projects for Kelly Services in the last ten years and it has also taken Pixid's fast-to-deploy mid-market solution into entirely new territories," says Matt Crawcour. "But more than anything, it is a testament to what's possible when you combine collaboration, innovation and experience with a tech-savvy client that is actively disrupting one of the world's most competitive industries."



3000  
CANDIDATES GENERATED

300+  
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Mark Kieve, CEO of Pixid UK & Ireland, adds: "Our European team has been delighted to support Kelly Services and OYO on this journey, and we look forward to future collaborations in both the UK and international recruitment markets."



## About Kelly Services

Kelly Services and its subsidiaries offer a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Kelly® directly employs nearly 500,000 people around the world in addition to having a role in connecting thousands more with work through its global network of talent suppliers and partners.

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## About Pixid

Pixid is the European leader in cloud-based recruitment solutions. As the largest European-owned recruitment software house, Pixid works with thousands of agencies and more than 120,000 client locations across Europe. Its flagship offering is myPixid - a smart, out-of-the-box, mid-market VMS designed for fast rollout and capable of providing end-to-end visibility and control of your temporary workforce processes.

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