



# Rapid High-Volume Class Hiring Through People, Process, and Technology

## Client Overview

PSG partnered with a global customer experience and business services organization that supports enterprise brands across multiple regions. With a large, distributed workforce and recurring seasonal demand, the organization depends on high-volume, class-based hiring tied to fixed start dates. Delivering speed at scale was essential - but never at the expense of candidate experience or a consistent employer brand, both of which are central to how the organization operates and grows.

## Client Challenge

The client faced aggressive hiring ramps with limited lead time, driven by high-volume class starts that could not be missed without impacting delivery commitments. Beyond scale and speed, the organization needed a recruiting partner that could **engage candidates effectively, protect the candidate experience, and operate as a seamless extension of its brand.**

**Key challenges** included short-notice hiring demand, evolving volume requirements, and the complexity of seasonal and contract hiring in a competitive labor market. At the same time, the client required consistent messaging, clear communication, and a candidate experience that reflected its brand standards across every hiring class.

## PSG Solution

PSG designed and executed a high-volume recruiting model built around **People, Process, and Technology**, purpose-built to deliver rapid scale, disciplined execution, and brand-aligned candidate engagement.



### People

- PSG moved quickly to stand up recruiting capacity. **Within one week, PSG assembled a dedicated team of 26 recruiters, supported by two operational leaders**, fully aligned to the client's hiring goals and timelines. The team was trained on role requirements, hiring workflows, and brand standards to ensure consistent, high-quality candidate engagement from day one.
- To improve efficiency without sacrificing experience, PSG introduced role specialization across sourcing, screening, online hiring sessions, offer processing, and onboarding coordination. This structure increased focus, accountability, and throughput while maintaining a **high-touch, human-centered candidate experience.**
- Over a **three-month hiring window**, the PSG team hired **987 Customer Support Representatives for 926 openings**, intentionally building a buffer to account for expected first-day attrition.



### Process

- PSG brought structure to a fast-moving hiring environment by standardizing workflows around class-based hiring. Recruiter capacity was front-loaded to drive early offers and maintain momentum, while refined handoffs and clear expectation-setting helped reduce candidate drop-off and last-minute gaps.
- Despite frequent changes and short-notice demand, PSG consistently delivered high-volume class hiring at scale, adapting quickly to evolving requirements while maintaining hiring momentum.** PSG's high-touch candidate care model extended beyond offer acceptance, ensuring candidates remained engaged, informed, and prepared through their first day. This approach resulted in a **106% first-day show rate**, exceeding class start targets.



### Technology

- PSG leveraged technology as an **enablement layer**, not a replacement for human interaction. Digital screening tools, online hiring workflows, and **analytics and insights** allowed recruiters to move quickly, prioritize effectively, and manage high candidate volumes efficiently.
- At the same time, technology was intentionally paired with human recruiters to ensure candidates experienced timely communication, clear expectations, and personalized engagement throughout the process. This **technology-enabled, human-first approach** allowed PSG to maintain speed and scale while delivering a candidate experience that remained personal, responsive, and aligned with the client's brand standards.

## The Outcome

**Through its partnership with PSG, the client achieved:**

- Rapid recruiter ramp-up within **one week**
- Successful delivery of **987 hires for 926 openings** over three months
- A **106% first-day show rate**, exceeding class start requirements
- Strong hiring momentum under tight timelines and evolving demand
- A recruiting team that functioned as a true **extension of the client's brand**



## Why PSG

This case demonstrates PSG's ability to rapidly stand up recruiting teams, execute high-volume, class-based hiring under pressure, and protect candidate experience and employer brand at scale. By combining experienced recruiters, disciplined process design, and technology-enabled insights, PSG helps organizations meet critical hiring demands while maintaining the human connection that defines great candidate experiences.

