

G—NIUS

The Strategic Advantage of RPO

How Recruitment Process Outsourcing Creates Scalable, Agile, and Cost-Effective Talent Solutions for Modern Businesses



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Why RPO? Why Now?

In a labour market defined by uncertainty, rising costs, and widening skills gaps, organisations are under pressure to hire smarter. Across the UK, 84% of employers face higher employment costs, while 31% report hard-to-fill vacancies. Globally, vacancies may be declining, but candidate volumes are increasing, leaving already stretched talent teams struggling to screen applications effectively.

Meanwhile, skills shortages persist. Only 1 in 10 employers feel confident their workforce has the capabilities needed for the next 12–24 months, and just 20% believe their talent strategies are aligned with overall business goals. These pressures exacerbate spending, lead to more reactive hiring, and challenge employer brands that struggle to cut through.

Recruitment Process Outsourcing (RPO) offers a strategic response: embedding expertise, technology, and scalability to deliver faster hiring, richer candidate experiences, and proactive workforce planning. RPO enables faster hiring, stronger candidate experiences, and future-ready talent strategies that drive measurable business impact.

“The aim of this guide is to cut through the noise. Too often, businesses are reactive in how they hire, firefighting instead of planning. RPO is about transforming recruitment into a strategic driver of business growth. We want to show how partnership-led solutions can deliver lasting impact.”

— Chris Porges, CEO, G-NIUS



Need quick answers?

Go straight to page 13 to discover the questions you need to ask before choosing an RPO partner.

What RPO Is (And What It Isn't)

With 62% of UK CEOs recruiting for key skills and capabilities and 47% citing skills gaps as barriers to both technology adoption and growth, the need for recruitment models that deliver lasting capability, not just short-term fixes, has never been greater.

Recruitment Process Outsourcing (RPO) means embedding expert recruiters, technology, and insight directly into your business to deliver smarter, faster hiring outcomes.

It's not a one-size-fits-all outsourcing model or ad hoc recruitment when a vacancy arises. Instead, it's an end-to-end talent strategy delivered by long-tenured teams who know your culture, build relationships, and protect your employer brand while driving measurable results. "The market has shifted," says Chris Porges, CEO of G-NIUS RPO. "Scalable recruitment that keeps pace with business change is now essential."

True RPO is a strategic partnership that reduces time-to-hire, widens your talent choices, and leaves you with the tools, data, and structure to thrive long after we're gone.

Types of RPO: Flexible Models Built Around You

Full RPO **Your complete, embedded recruitment engine.**

- End-to-end ownership of the recruitment lifecycle from intake to onboarding
- Strategic add-ons such as diversity training, employer brand review, interview design and process optimisation
- Fully embedded teams managing strategy, delivery, and candidate experience as an extension of your business

Hybrid RPO **Flexible solutions designed around you.**

- A mix of embedded RPO and project work, or a blend of onsite and remote support
- Outsource only the stages you need, e.g. sourcing, longlist creation or interview coordination
- Complements and strengthens in-house capacity while maintaining transparency and control

Project RPO **Specialist campaigns for critical goals.**

- Time or volume-bound projects for expansions, new locations or seasonal hiring spikes
- On-demand access to pools of recruiters or resources, with flexible scale-up or down
- Embedded or remote delivery designed to hit defined milestones quickly and effectively

Note: What some in the market call "Embedded RPO" (fixed monthly outsourced model) is included within our Project RPO solutions, ensuring flexibility without confusing labels.

Key Benefits of G-NIUS RPO Solutions

Faster Hiring

Reduce time-to-hire by half, from 40–60 days to 20–30.

Depth of Choice

We use advanced technology to map the entire market, not just a slice of it, giving you access to more candidates, better options, and greater choice for every hire.

Consistent Delivery

Our people stay. With industry-leading retention, you get long-tenured teams who know your culture, build lasting relationships, and deliver continuity year after year.

Scalability & Flexibility

As part of a wider talent group, we can scale solutions up or down based on your hiring needs, from single hires to large-scale projects, drawing on deep resources quickly and effectively.

Cost Efficiency

By working exclusively, we deliver better results for less, reducing reliance on multiple agencies, cutting waste, and making every pound of your recruitment spend work harder.

Enhanced Employer Brand

Every candidate receives feedback, and every interaction reflects your culture and values.

Data-Driven Insights

Transparent reporting and analytics provide visibility and better decision-making.

Trusted Partnerships

Our average client relationships span 5+ years, showing sustained impact and trust.

Powered by Experience

Backed by over 30 years of Goodman Masson recruitment excellence with proven results across industries.

When to Consider RPO

RPO solutions can be ideal for all kinds of businesses. The common thread? A desire to hire smarter, faster, and more sustainably. 56% of businesses have difficulty accurately forecasting hiring requirements. This can be due to market volatility, a lack of internal resource, or even quick changes to organisational priorities.

Making a bad hire can be costly. The Society for Human Resource Management (SHRM) estimates the cost of replacing a salaried employee is 6 to 9 months' salary on average. This can vary considerably, depending on the salary and role.

When hiring accelerates, mistakes multiply, and this can impact candidate experience, which has a knock-on effect on your ability to hire. 49% of candidates will decline an offer if they feel they've had a poor experience during hiring, and 83% look at reviews before they even decide to apply. Our role is to remove that risk, bringing consistency, compliance, and quality into every hire. "The ultimate sign of a strong process is when even unsuccessful candidates leave with a better impression of your business," explains Porges.

An RPO partner becomes especially valuable when unexpected challenges or shifts act as triggers. These can be operational pain points from inside your team or strategic changes across the wider business.

"I have previously used several recruitment companies, but I can genuinely say it has been a joy working with G-NIUS. My role is extremely busy, and the pain of recruitment, as it can be painful, has been superbly managed. They walk you through each engagement and do all the necessary leg work to make it a successful process. I cannot recommend them enough."

– Director of Communities



Internal Triggers

Poor Candidate Experience.

If candidates aren't receiving feedback or feel disconnected during the hiring process, it can damage your employer brand. An RPO partner will ensure every candidate interaction reflects your values.

High Turnover.

Constant rehiring drains time and resources. With market insight and data-led recruitment strategies, RPO solutions reduce attrition by matching the right talent to the right roles.

Hiring Spikes.

When volume suddenly increases, internal teams can quickly become overwhelmed. RPO provides scalable, on-demand support to maintain quality and speed.

Overstretched Management.

Recruitment eats into your valuable time. RPO centralises the process with a single point of contact, for better hiring decisions with less disruption.

Inefficient Processes.

When recruitment is slow, inconsistent, or relies heavily on agencies, RPO can streamline workflows and centralise delivery.

Limited Internal Capability.

If in-house teams are under-resourced or lack specialist expertise, RPO provides immediate access to experienced recruiters with knowledge of niche roles and skills.

Agency Dependency.

Heavy reliance on multiple agencies increases costs and creates fragmented candidate experiences. RPO reduces agency spend while improving quality.





Strategic Triggers

Expansion into New Markets.

Entering a new region requires local expertise and data. RPO partners can benchmark locations, mapping talent availability in advance, giving you the confidence to plan business goals.

Digital Transformation.

Shifting skills requirements demand fresh talent strategies. RPO brings the agility and reach to source niche digital and tech talent.

Mergers & Acquisitions (M&A).

Integrating workforces requires consistency and efficiency. An RPO model centralises recruitment, protecting culture while driving results.

Scaling for Growth.

Startups or scale-ups experiencing rapid headcount growth benefit from the structure and scalability of RPO.

Regulatory or Compliance Needs.

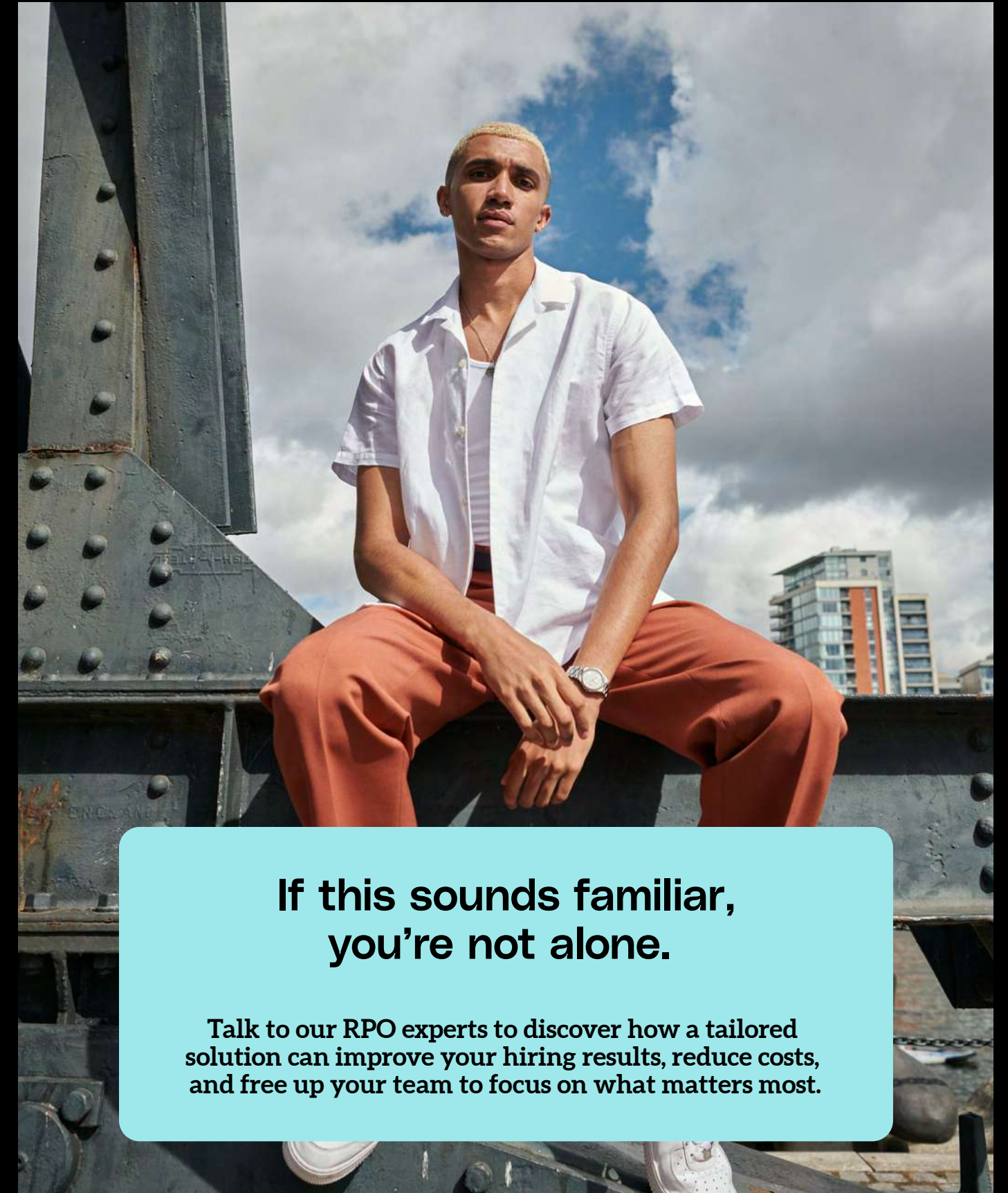
Industries with strict hiring standards (e.g. financial services, healthcare) often use RPO to ensure consistent, compliant processes.

A true RPO partner crafts a holistic talent acquisition strategy, flexing around these moments while turning challenges into opportunities.

Is RPO right for you?

If any of the statements below sound familiar, it might be time to explore how Recruitment Process Outsourcing can help transform your hiring. **You...**

- ☐ spend too much on recruitment
- ☐ have a talent team that can't keep up with demand
- ☐ struggle to get candidates to accept your offers
- ☐ find yourself choosing from the best of a mediocre bunch
- ☐ feel your recruiters don't understand your business or its needs
- ☐ find that hiring takes up too much of your management's time
- ☐ struggle to give talent a consistent, positive hiring experience
- ☐ rely on slow or inconsistent processes
- ☐ depend too heavily on multiple agencies
- ☐ are undergoing digital transformation and need new skill sets
- ☐ are scaling rapidly and need structured support



**If this sounds familiar,
you're not alone.**

Talk to our RPO experts to discover how a tailored solution can improve your hiring results, reduce costs, and free up your team to focus on what matters most.

The Value of an RPO Partnership

The real value of an RPO partnership lies in its integration into your business. An embedded team represents your brand with care, aligning with your culture and operations as a seamless extension of your HR and talent function. By agreeing KPIs, adapting to change, and streamlining processes, an RPO partner creates both consistency and scalability.

But its impact goes further. A great RPO partner reduces the risks of poor hires and protects your employer brand with every candidate touchpoint. With data-driven insights and experienced teams guiding smarter decisions, embedded RPO delivers immediate results. This approach fosters long-term partnerships built on trust and sustained value.

“G-NIUS has been instrumental in enhancing our recruitment process with their professionalism and efficiency. We have significantly reduced our time to hire, thanks to excellent communication and transparency throughout. They consistently present high-quality candidates who align with our company culture, and their ability to build strong business relationships has also expanded our professional network.”

– Assistant Director of People and Organisational Development, The Havebury Housing Partnership

Our RPO Golden Principles

People Come First.

G-NIUS is built on the belief that recruitment is fundamentally about people. RPO should consistently deliver positive experiences for every candidate and stakeholder as an extension of your business.

The Power of Data.

Human expertise combined with data and insight will always deliver more sustainable outcomes. Every solution we provide is powered by advanced tech, market mapping, and transparent reporting.

For the Now, and For the Future.

We don't just deliver in the moment, we equip you with the data, tools, and processes to succeed in the future. Our focus is on building a resilient RPO that scales and adapts as your business grows.



Innovation in RPO

RPO is evolving, powered by new technology that transforms how organisations attract, assess, and retain talent. From AI-driven sourcing and automation tools to advanced analytics, innovation in RPO is about making hiring faster, smarter, and more precise.

Today’s leading solutions include:

- **Experienced recruiters supported by the latest technology** to improve speed, insight and reach
- **Automated candidate engagement platforms and scheduling tools** that improve response rates and reduce admin time
- **Predictive analytics** that forecast hiring needs and talent availability before gaps appear
- **Data-led decision-making tools** that track diversity metrics, funnel conversions, and hiring performance in real time
- **Centralised dashboards** that provide live reporting, giving stakeholders full visibility and accountability

These innovations not only reduce time-to-hire but also ensure that every decision is grounded in insight rather than instinct.

While technology can support the talent acquisition process, people should be at the heart of every great hire. At G-NIUS our RPO teams are all human; your candidates will never be left engaging with bots or AI. Instead, our people lead every interaction, supported behind the scenes by the latest tools to add speed, insight and efficiency.

"Technology, AI, and automation can enhance the process, but it's people who create the experience. At G-NIUS that balance defines our RPO partnerships", shares Porges. The future of recruitment lies not in choosing between technology and human touch, but in using both to create a seamless, intelligent, and personalised experience that aligns with your company's unique goals and values.

“Working with G-NIUS on the recruitment of various roles has been such a pleasure. They invest time at the start of the process to really understand what you’re looking for and go the extra mile to find the best candidates. I have been impressed by the diversity of candidates longlisted and value their expertise to guide me to the right decision. Their personable approach has been commented on by several candidates, which confirms they represent our organisation to the highest standard.”

– Director of Governance and Assurance

By the Numbers: AI in Recruitment Today

90%

of companies use automation to filter applications

88%

use some form of AI to screen candidates

40%

use AI chatbots to communicate with candidates

28%

embed AI into their onboarding processes

23%

conduct AI video interviews

Sources: World Economic Forum, Resume Builder

RPO in Action

G-NIUS delivers RPO solutions tailored to the challenge at hand. For project-based needs, we provide rapid, focused delivery to meet critical hiring deadlines. Our teams manage high-volume campaigns and seasonal surges, scaling resources seamlessly without sacrificing quality or candidate care. And with sector-specific expertise across industries such as finance, technology, and customer support, we bring proven strategies, deep market insight, and specialist recruiters who know what great looks like in your world.

By the Numbers: G-NIUS

1,000+

roles successfully filled across client organisations

23,000+

qualified candidates identified and engaged

50%

average reduction in time-to-hire (down to 20–30 days vs. 40–60)

91%

client retention rate driven by long-term partnerships

20+

organisations partnered with globally

5+

years average client engagement length



CASE STUDY

Partner: Management Consultancy

Initially looking to build a graduate programme, this management consultancy subsequently needed support in accessing new and established talent. Over a 5-year partnership, G-NIUS delivered over 2000 hires across multiple international locations.

Find Out How

“We have partnered with GNIUS since September 2023, which has brought a new level of professionalism to our recruitment processes and, in doing so, reduced our time to hire, overall candidate experience, and our brand awareness. They are solution-oriented and have worked with us to find the best recruitment paths to suit the needs of our business, where one size fits all just wouldn’t work.”

– Group Director of People, Housing Association

Selecting the Right RPO Partner

Choosing the right RPO partner for your business means looking beyond price and service lists. Because the best partnerships are built on mutual compatibility, you need to look at some crucial areas to make sure any potential provider matches your goals.

When assessing potential providers, look closely at how they measure success. What performance KPIs they track and what level of reporting is outlined in their SLA can tell you how accountable they'll be and how transparent their processes are. Organisations that are fully satisfied with their RPO partnership are 2x more likely to say that hiring metrics improved across the board.

Organisational fit is equally critical; an RPO partner should feel like an extension of your team, representing your brand and values seamlessly to candidates.

Finally, consider how they handle change. Successful RPO isn't just about implementation; it's about adoption. The right partner will manage transitions smoothly, engage stakeholders, and leave you with sustainable processes and tools that add value long after the contract is signed.

Remember: choose your RPO partner based on how they build trust, demonstrate transparency, and mirror your strategic goals.

“The best RPO partnerships feel seamless to your candidates. If they can tell the difference, you’ve chosen the wrong partner,”

— Andrew Webster-Garvey,
Executive Director

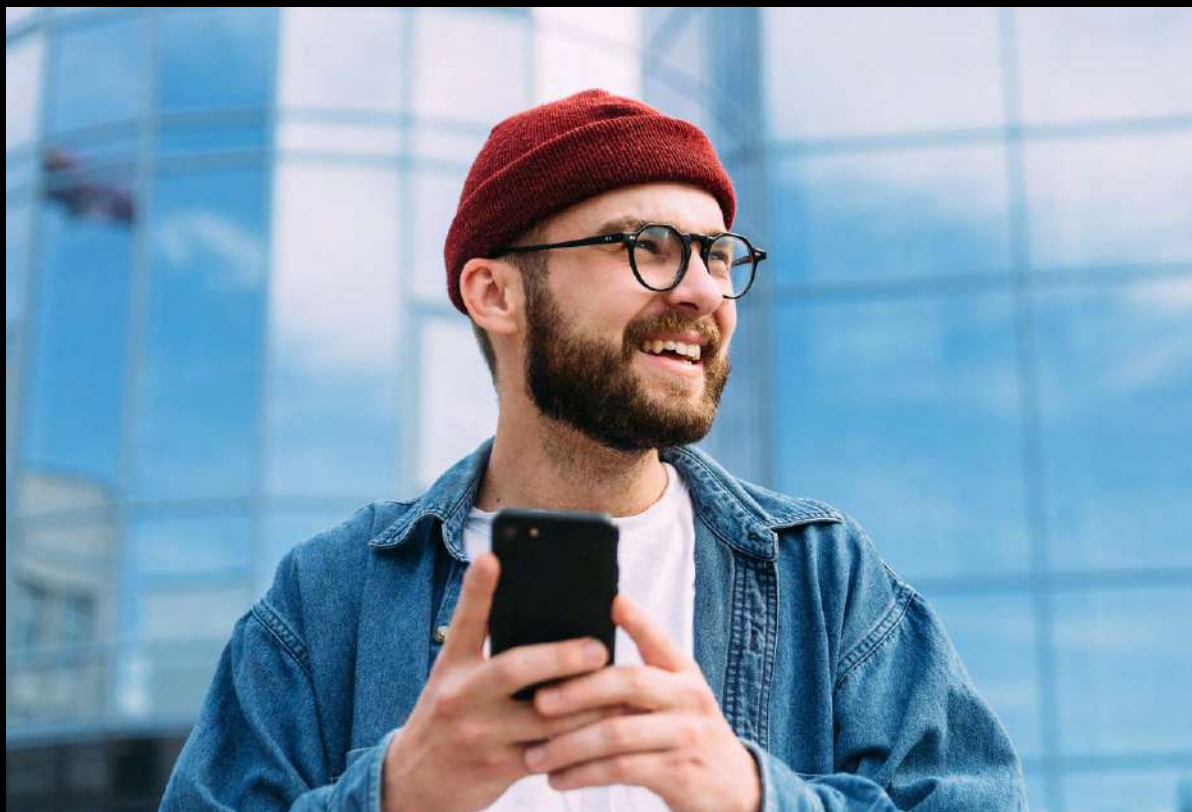
10 Questions to Ask a Potential RPO Partner

1. How do you define success in an RPO engagement, and what KPIs or SLAs will you measure against?
2. How will you ensure cultural alignment with our organisation and represent our employer brand to candidates?
3. What processes do you have in place to manage change and ensure smooth adoption within our business?
4. How do you guarantee candidate experience, and what safeguards are in place to ensure every candidate receives feedback?
5. What technology, data, and reporting tools do you use to provide visibility and insight into hiring performance?
6. How will you help us reduce time-to-hire without compromising on quality?
7. What strategies do you use to access the full talent market, not just active job seekers?
8. How do you scale your solutions up or down to match periods of growth, change, or transformation?
9. What is your track record in long-term client retention, and how do you maintain continuity of delivery teams?
10. What happens at the end of an engagement? Do we retain access to candidate data, tools, and processes?

G-NIUS and the Future of RPO

The future of RPO is being shaped by changing technologies and evolving expectations. The global RPO market is expected to reach \$22.9 billion by 2030 as employers look for recruitment solutions that deliver more than efficiency and cost savings. They want data-led insights and recruitment experiences that reflect their culture and values.

At G-NIUS, we're leading this evolution with tailored solutions that flex around each client, embedding inclusivity and employer brand at every stage. "Our RPO services aren't just about solving today's problems. We want to help you create talent strategies that anticipate tomorrow," says Porges. By combining advanced technology with people-first expertise, we deliver an RPO offering that is agile, differentiated, and built for the future of talent acquisition.

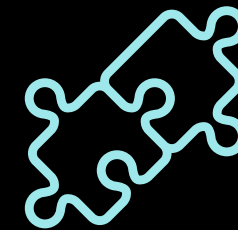


4 Future-Shaping RPO Trends



Personalisation

Recruitment marketing automation now enables fully personalised candidate journeys across email, social, and career sites, creating consistent, branded experiences that engage talent at every touchpoint.



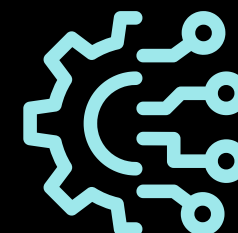
Integration

Seamless alignment with in-house teams, systems, and processes ensures RPO feels like a natural extension of the business.



Inclusivity & Sustainability

Recruitment strategies must reflect diversity goals, support equity, and embed sustainable practices that drive long-term, responsible growth.



Technology

Intelligent tools such as market mapping, natural language processing (NLP), predictive analytics, and automated engagement deliver speed and insight without sacrificing the human connection.

About G-NIUS

Backed by Goodman Masson's 35+ years of recruitment expertise, G-NIUS delivers agile, people-first RPO solutions built around your business. We deliver smarter, data-led talent solutions that flex around your business needs; from project-based hiring to long-term embedded partnerships. Our goal is simple: to help you hire faster, smarter, and more sustainably while strengthening your employer brand.

Let's build something G-NIUS together.



G-NIUS

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What Working With GNIUS Looks Like

Discovery & Design.

We start by understanding your challenges and priorities, then design a solution around your needs.

Onboarding & Integration.

Our team embeds into your business, aligning systems, processes, and culture for a seamless start.

Delivery & Insight.

We manage hiring end-to-end with transparent reporting, candidate care, and data-driven decisions.

Scalability & Support.

Flexible resource levels to match demand, from individual projects to enterprise campaigns.

Legacy & Handover.

We leave you with the data, processes, and tools to continue succeeding long after our engagement ends.

G-NIUS