

strategy partner solutions goals workforce effective suc
innovation proactive network expertise consult oppo
flexibility access service knowledge quality commit
capable loyal value reliable proficient manage se
technology efficient integrity experience stabl
resource target strength responsive contact
results strategy partner solutions goals w
effective success innovation proactive
network expertise consult opportu
flexibility access service knowledge
quality commitment capable lo
value reliable proficient

welcome to our world

Outsourcing as HR **tool** to **strengthen business** position

RECRUITMENT
PROCESS
OUTSOURCING

BUSINESS
PROCESS
OUTSOURCING

CONTINGENT
WORKFORCE
OUTSOURCING

HUMAN
RESOURCES
CONSULTING

CAREER TRANSITION
& ORGANIZATIONAL
EFFECTIVENESS

EXECUTIVE
SEARCH

Kelly OCG is Outsourcing & Consulting Group

KELLYOCG
OUTSOURCING & CONSULTING GROUP

- **Business Process Outsourcing**

Full staffing and operational management of non-core functions and/or departments:

- Office administration (reception, mailroom, couriers, archive, etc.)
- Call-centers
- IT helpdesk,
- payroll, HR administration, testing process
- merchandizing & promotion, etc.

KELLYOCG
OUTSOURCING & CONSULTING GROUP

- **Recruitment Process Outsourcing**

- Talent acquisition, customized recruitment projects, and program management solutions

- **HR Consulting:**

- Outplacement & career transition programs
- Personnel Assessment & Development
- Labor market & salary surveys, Employee motivation, loyalty & engagement surveys
- HR Audits

- **Contingent Workforce Outsourcing**

Total managed service solutions for contingent, project, and independent contractors

RECRUITMENT
PROCESS
OUTSOURCING

BUSINESS
PROCESS
OUTSOURCING

CONTINGENT
WORKFORCE
OUTSOURCING

HUMAN
RESOURCES
CONSULTING

CAREER TRANSITION
& ORGANIZATIONAL
EFFECTIVENESS

EXECUTIVE
SEARCH

KELLYOCG
OUTSOURCING & CONSULTING GROUP



Top pressures on the HR Function

Future

Focus HR on
strategic /core
capabilities

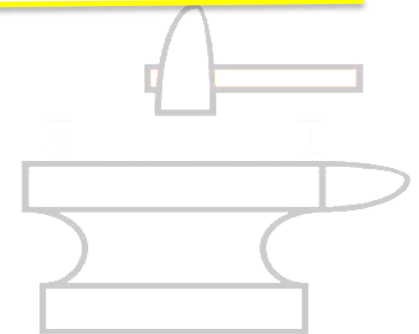
Present

Reduce Operating
Costs of HR

Support changes
in Business

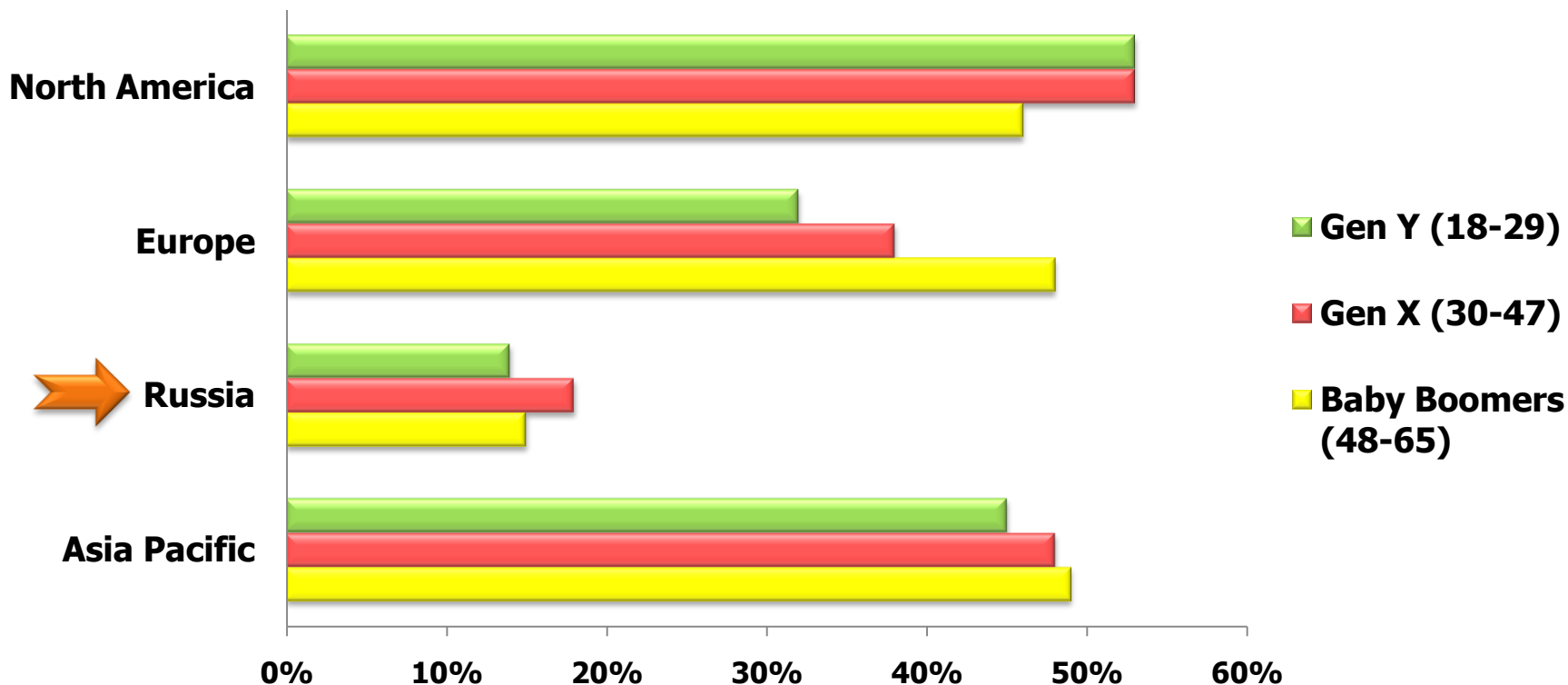
Past

Attract, Retain
and Grow Talent



How committed or 'engaged' do you feel with your current employer?

Generation (% totally committed)



*By Kelly Global Workforce Index 2010.

Example of regular workload in HR

Strategic capabilities

- Strategy development
- HR Business partnership
- C&B
- Economic modeling
- Strategic marketing Programs
- Organization development
- Corporate governance

Professional Consulting

- Vendor management
- Change management
- Training & Development
- Performance management
- Assessment Centre
- Succession planning

Service for Employees

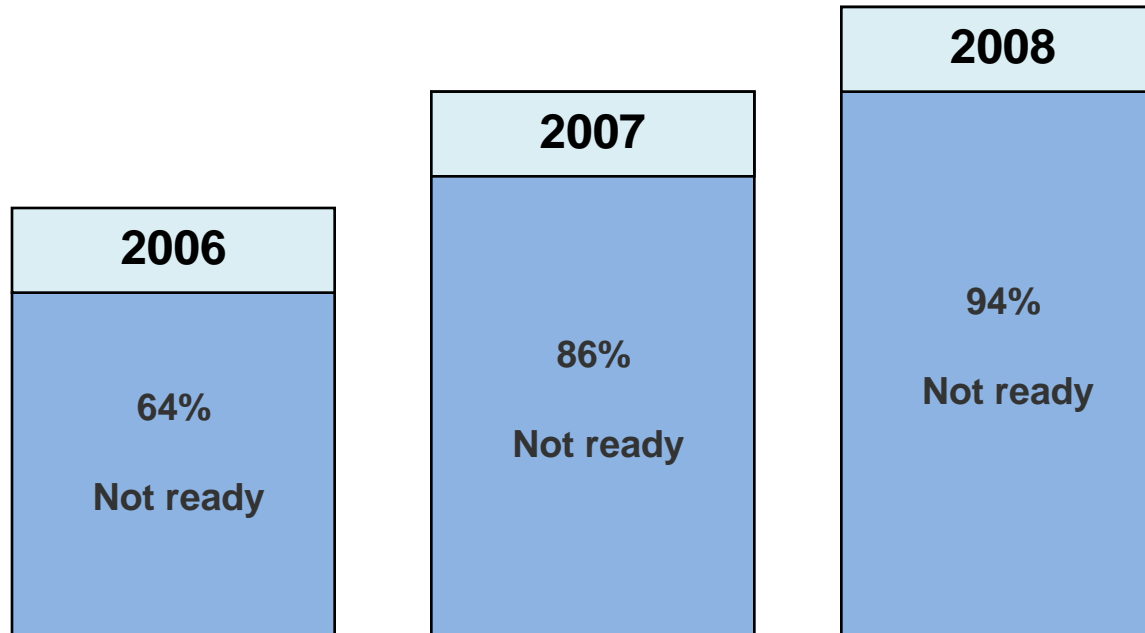
- Administration of training and learning
- Requests responds
- Relocation
- Administration of comp&ben
- Precruitment & staffing

80%-90%

Transaction activities

- On-boarding documentation
- Administration of compensation package (med insurance)
- Paperwork
- HRIS

Is your staff ready to reach company goals?



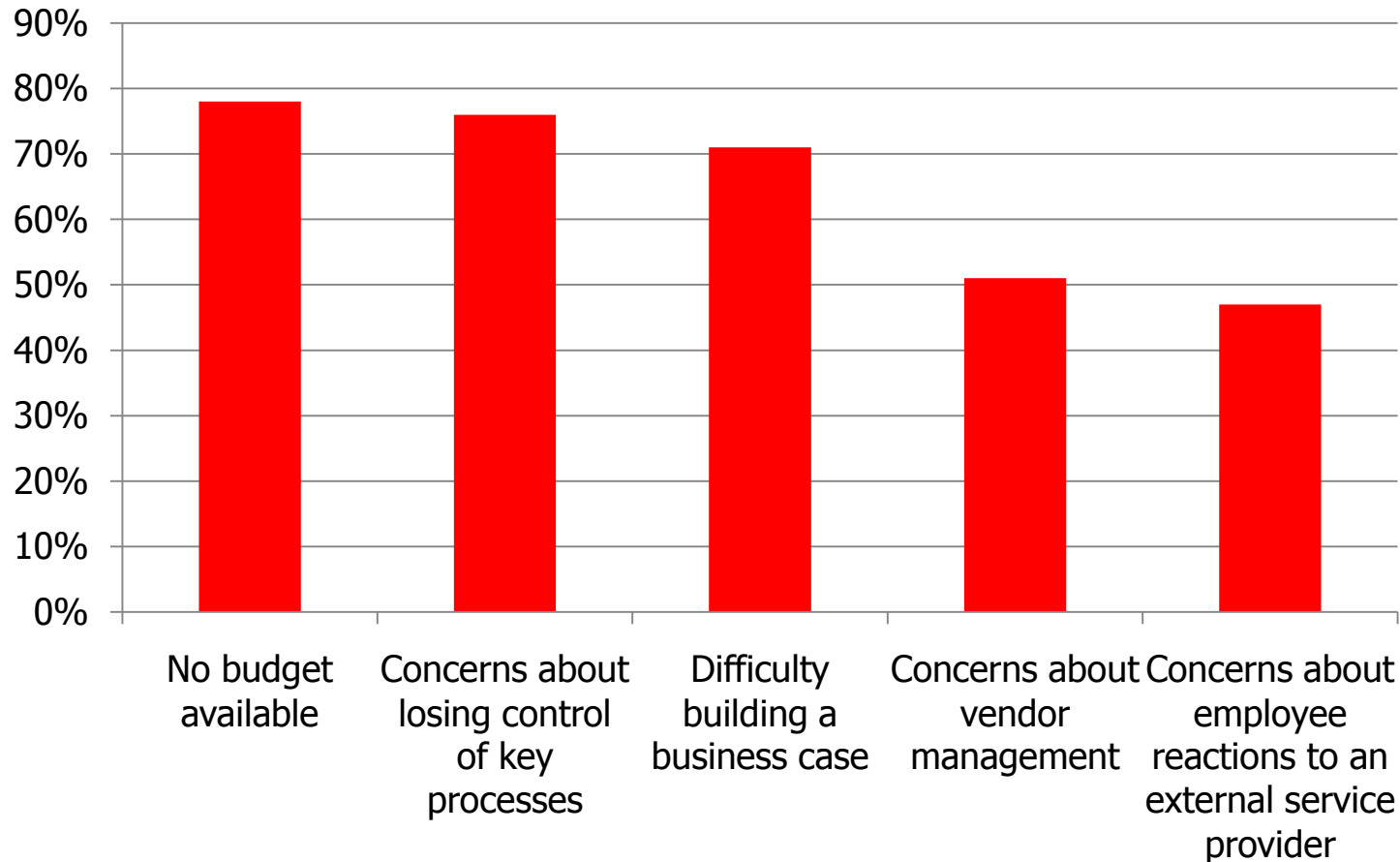
**56% of respondents consider main reason for that –
ineffective HR process management**

Some Facts in HR area

- 58 % of HR people facing the need to reduce operating costs
- 62 % identified cost reduction as a primary objective of outsourcing
- 34 % are more likely to outsource than they were 2 years ago
- 82 % indicated they have achieved the expected benefits from outsourcing

***By Hewitt. In 2009, Hewitt fielded a survey on HR outsourcing to learn how U.S. organizations manage their HR services and how strategies might be changing in the current economic environment**

Barriers to outsourcing



***By Hewitt. In 2009, Hewitt fielded a survey on HR outsourcing to learn how U.S. organizations manage their HR services and how strategies might be changing in the current economic environment**

Measuring the ROI of Outsourcing

Percentage of companies using measures

- Improved service quality 81%
- Improved operational efficiencies 79%
- Reduced operating costs 70%
- Improved employee satisfaction 65%
- HR staff realignment and/or reduction 48%

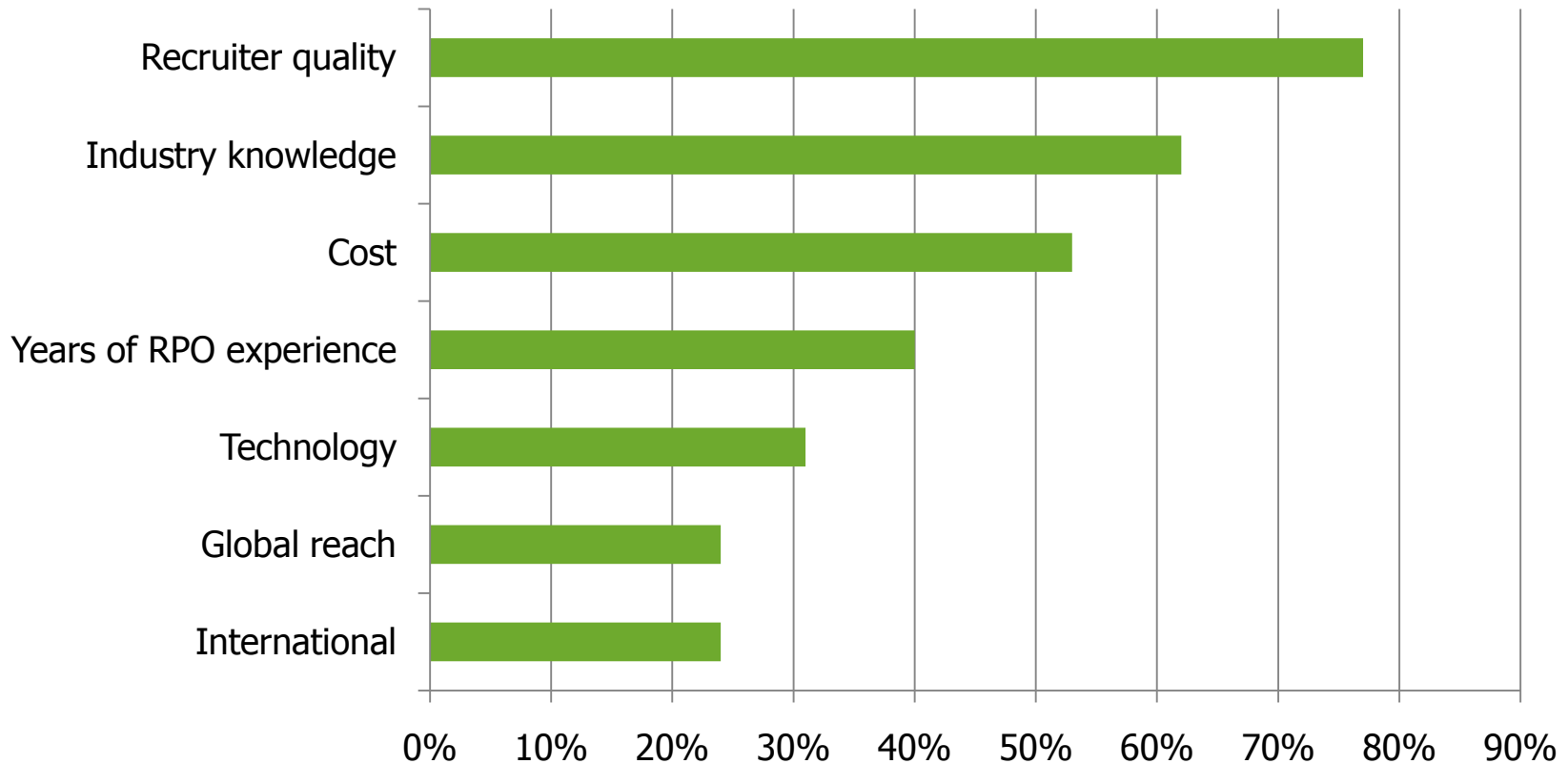
75% of companies indicated that they met or exceeded their set targets for each of the KPI's used to measure ROI

***By Hewitt. In 2009, Hewitt fielded a survey on HR outsourcing to learn how U.S. organizations manage their HR services and how strategies might be changing in the current economic environment**

Key service levels in RPO

SLA	Definition
Hiring cycle	Period of working on the order, starting from requisition form up to position closing
Quality	Ration of presented candidates vs candidates successfully passed interview with Line Manager or HR manager
Satisfaction rate	<ul style="list-style-type: none">• Line Manager satisfaction rate• HR Manager Satisfaction rate• Candidate satisfaction rate
Cost per hire	Program cost vs budget

Provider selection criteria



*By Kelly Services. Kelly Global RPO Report 2009.

RPO and Recruitment. Key differentiators

RPO solution

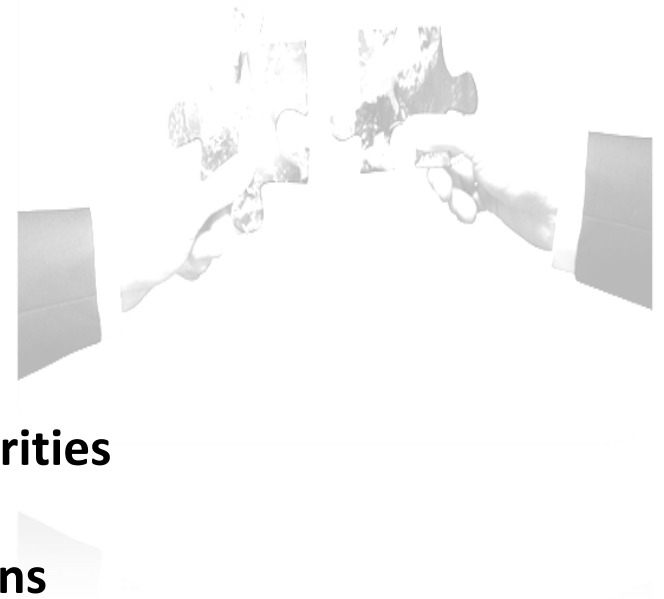
- **Solution aim is efficiency growth and cost containment**
- **RPO provider is responsible for intermediate and final results**
- **Customer owns candidate database**
- **RPO provider manages 3rd party agencies if any**
- **Dedicated team, seamless extension of Client's HR department**
- **Transparent and measurable effectiveness appraisal systematical reports**
- **Cost management (cost per hire) is done by Provider**

Recruitment Service

- **Service aim is qualitative response on the requirement**
- **Customer's HR is responsible for the the recruitment results**
- **Agency owns Candidate database**
- **Client manages all agencies**
- **Agency works with multi- client base at the same time**
- **No analytical work is submitted**
- **Cost management is done by Client**

Top Reasons for Outsourcing HR Services

1. Opportunity for cost savings
2. Access to outside expertise
3. Improve service quality
4. Realign resources/ focus on strategic HR priorities
5. Relief from regulatory/ administrative burdens



***By Hewitt. In 2009, Hewitt fielded a survey on HR outsourcing to learn how U.S. organizations manage their HR services and how strategies might be changing in the current economic environment**

Yuri Efrosinin
Operations Director
Kelly OCG
Kelly Services Russia
+7 (495) 961-1407
y.efrosinin@kellyservices.ru

