

**Collins McNicholas**  
Recruitment & HR Services Group



**Talent Partner™**

Recruitment Process Outsourcing

**OUTSOURCED RECRUITMENT SOLUTION: HOW COLLINS MCNICHOLAS'  
AGILE RECRUITMENT SOLUTION EMPOWERED M&P O'SULLIVAN**

**CASE STUDY**



**"Collins McNicholas have gone above and beyond to source and present top-tier candidates."**

~ Director, M & P O'Sullivan



## INTRODUCTION

M&P O'Sullivan is a thriving and established fourth-generation **Wholesale Cash & Carry** based in **Cork** that plays an integral role in the **Irish Food industry**.

M&P O'Sullivan entered an exclusive partnership with Collins McNicholas, selecting **Talent Partner** as their recruitment solution. Collins McNicholas recruited for all roles in the business, from Head of Operations and Financial Controller to warehousing staff and cashiers, giving necessary time and energy back to day-to-day operations.



## THE BRIEF

The initial objective for M&P O'Sullivan was to hire an Operations Manager. This was followed by the recruitment of a Financial Controller, Warehouse Team Lead, Buyer, Customer Service Agent, Cashier and multiple Warehouse Operatives.

The client was seeking a solution to **streamline the process**, communicating internally with the individual hiring managers and ensuring efficient hiring while preserving their strong brand reputation.

In the challenging employment market, recruiting across all levels was imposing substantial demands across the business. Given the continued recruitment forecasted, additional support within HR, and increased workload for hiring managers, was projected. However, the client was understandably reluctant and sought an alternative cost-effective solution.

## "ACCESS TO TOP TALENT"



### WHY M&P O'SULLIVAN CHOSE TALENT PARTNER

Talent Partner was the ideal recruitment solution for **volume recruitment requirements**, which were across multiple levels of M&P O'Sullivan's business.

Access to top talent, **speed of delivery**, magnifying their brand and a cost-effective model with a trusted recruitment partner were key components in M&P O'Sullivan's decision-making process.

The outstanding customer service provided by Collins McNicholas, as evidenced by their **"world-class" Net Promoter Score (NPS)**, instilled in M&P O'Sullivan the assurance that their brand would be protected.

With Talent Partner, the client was assigned a dedicated account manager along with a **team of specialist recruitment consultants** who provided the hiring managers with regular progress updates and implemented in-depth sourcing campaigns to identify the best available talent in the market.

Exclusivity allowed Collins McNicholas to dedicate **significant time and resources to market the client's brand**, proactively identify the **most suitable pools of talent** and manage the recruitment process from sourcing to offer acceptance and background checks.



## "LIMITED BRAND PRESENCE"

### WHAT WERE THE CHALLENGES FOR M&P O'SULLIVAN?

M&P O'Sullivan was witnessing one of the tightest employment markets they had ever seen, with an **Unemployment Rate of 4%**.

The senior management team was **operating at full capacity**. To handle the anticipated increase in recruitment due to company growth, the client would have needed to bring on an additional staff member dedicated to managing the high-volume recruitment process.

- Competition for talent
- Multiple job opportunities
- Time constraints
- Limited brand presence
- Niche industry with limited talent pool



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## THE RESULTS

M&P O'Sullivan onboarded critical talent swiftly without having to hire an in-house specialist. Their Head of Operations was successfully hired within nine weeks.

In just six months, a Financial Controller, Warehouse Team Lead, Buyer, Customer Service Agent, Cashier, and multiple Warehouse General Operatives were hired, all with minimal administrative burden to the client, enabling their team to concentrate on strategic tasks.

Exceptional customer service, backed by a "world-class" NPS and dual-branding, helped to preserve the client's brand reputation and extend their brand reach, by attracting a wider pool of candidates, strengthening their market presence.

# Talent Partner™

Recruitment Process Outsourcing

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