CONSULTING CASE STUDY

Scaling Metrics Driven Recruitment Across Multiple Divisions for an Aviation Services Client

Customer: Global Aviation Services Company

Date: August 2021 – November 2021

Challenge

Following the success of an outsourced recruiting team built for their cargo division, the client sought FlexTek's support in transforming internal recruitment operations across five additional divisions. The objective was to establish **consistent metrics, KPIs, and performance expectations** for recruiters managing hiring across **162 locations** in five time zones — all while maintaining alignment with unique divisional needs and timelines.

Approach

1. **Comprehensive Assessment:** Conducted a full audit of existing recruitment practices in August 2021, revealing that no standardized processes or metrics existed across divisions.
2. **Framework Development:** Designed and implemented a complete recruitment infrastructure from the ground up — including pipeline visibility dashboards, open-role tracking, and monthly cost-per-hire analytics.
3. **Reporting Cadence:** Established a consistent reporting rhythm to senior leadership, ensuring accountability, transparency, and data-driven decision-making.
4. **Recruiter Enablement:** Defined clear KPIs and performance benchmarks for recruiters, creating alignment on candidate flow, pipeline health, and overall productivity.

Outcome

1. **Enterprise Transformation:** All six divisions, including the original cargo group, now operate with tailored, metrics-driven recruiting systems aligned under a unified performance framework.
2. **Operational Visibility:** Leadership gained real-time insight into recruiter activity, hiring velocity, and cost efficiency across every division.
3. **Continuous Improvement:** The new system empowered managers to identify bottlenecks early, optimize sourcing channels, and improve time-to-fill performance company-wide.

FlexTek's work provided lasting structure and scalability — establishing a repeatable model for data-driven recruiting excellence across the organization.

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