

# Peopleclick Authoria Case Study: Fitch Ratings Improves its Recruitment Value

*Peopleclick Authoria RMS Helps Manage the Company's Most Valued Assets*

## Fitch Ratings at a Glance

INDUSTRY: Financial services

HEADQUARTERS:  
Dual-headquartered in New York  
City and London

EMPLOYEES: 2,500 worldwide

GOAL: To automate the  
recruitment process and facilitate  
better communications with  
candidates, enforce employer  
brand and gain insight into the  
company's processes through  
better reporting and analytics.

THE SOLUTION: Peopleclick  
Authoria RMS

In the rapidly growing financial market in London, the talent shortage has been felt acutely by organisations such as Fitch Ratings. A leading, global rating agency providing the world's credit markets with independent and forward-looking credit opinions, Fitch was founded in 1913 and built on a foundation of organic growth and strategic acquisitions. It has grown rapidly during the past decade, gaining market presence throughout the world and across all fixed income markets.

The London-based recruiting team at Fitch Ratings supports more than 35 offices throughout EMEA and Asia-Pacific and was tasked with the recruitment of some 260 employees in the past year alone. Using a paper-based process, the team has successfully managed the expansion and growth of the company as well as the competitive nature of the marketplace, while also identifying areas for improvement.

## The Challenge

The core principle of change was to move away from the current process of spreadsheets to a centralised, automated system that would facilitate the creation of a clearly-defined hiring process. This new system needed to provide insight into the overall talent pool and establish an easy-to-use candidate portal to improve the company's flow of applicants. In addition, Fitch needed a tool to help the team respond faster and more efficiently to the needs of its stakeholders.

Overall, the team identified several key areas that their new system needed to address. These included:

- Improving frequency and quality of communication with candidates throughout the recruitment process: real-time progress
- The means to better promote the company's strong employer brand throughout the market
- Reporting and analytics capabilities

"It was imperative that we implemented a system that gave us the automation needed to improve our frequency and tracking of candidate communications and for every component of the new system to help Fitch Ratings in our building of a solid employer brand," said head of international recruitment, Adam Seward. "Layered on top of everything was the demand for insight into the recruiting intelligence that would help us to understand the metrics behind our process so we could operate at our peak."

**“Moving forward we hope to integrate other business units into the programme to give us more insight into our recruiting practices across EMEA and Asia Pacific...”**

*– Louise Baker, Head of International HR  
Fitch Ratings*

### **The Results**

In the highly-competitive market that Fitch recruits from, it is critical that the company is able to operate efficiently, satisfy the high expectations of both its candidates and hiring managers and gain insight into the overall process. After a thorough market review process, the team selected the Peopleclick Authoria Recruitment Management System (RMS) and began the migration to its current automated model.

An important component of the implementation was Fitch Ratings’ career website as a user-friendly portal for prospective employees. Its new design enables candidates to submit their information either to a general interest area or apply to a specific position. In this way, the company is able to build a strategic pool of talent to draw from as new positions become available.

The new system also enables the recruiting team to incorporate an automated communication strategy with candidates throughout the process. In the past, status update notifications to candidates were managed manually and tracking communications was overly cumbersome. With Peopleclick Authoria RMS, Fitch Ratings can automatically notify candidates when their information has been received and support step-by-step open communications.

Not only has RMS helped the Fitch team automate its processes; it has also given the company a means of rapid access to important data. The team has begun to benchmark and track candidate ratios at strategic stages of the recruitment process, supplier metrics to identify the most effective organisations as well as source and cost-per-hire to better support the strategic planning and execution of their talent acquisition programme.

“Moving forward, we hope to integrate other business units into the programme to give us more insight into our recruiting practices across EMEA and Asia Pacific,” said Fitch Rating’s head of international HR, Louise Baker. “This insight gives us the opportunity to move from a focus on pure automation and efficiency to a better understanding of our effectiveness and the quality of our process.”

“The war for talent has impacted organisations around the globe but we are now seeing the effects much more clearly in industries like the financial sector where the demand for skilled employees is growing rapidly,” said Larry Cucchi, head of international operations for Peopleclick Authoria. “Progressive organisations like Fitch Ratings clearly demonstrate the value of a solid recruitment programme that focuses on a company’s most valuable asset – its people.”

### **About Peopleclick Authoria**

Peopleclick Authoria is transforming Talent Management through best-of-breed technology and expertise. With a deep focus on business intelligence and analytics, the Company's technology gives clients the actionable insight required to make strategic decisions that drive better business results. Nearly 60 percent of the Fortune 100 use Peopleclick Authoria Talent Acquisition, Talent Management and Workforce Compliance and Diversity solutions to manage salaried, hourly and contingent labor across their organization. These solutions manage the entire talent lifecycle from recruiting to onboarding and through the ongoing management of each individual's career while helping organizations measure, analyze and empower their existing workforce. Both founded separately in 1997, the two human capital management companies joined together in 2010 to form Peopleclick Authoria. The Company's solutions currently support more than 2,400 organizations ranging in size from large, global corporations to small and medium-sized businesses in more than 214 countries and territories.



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