



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

## Next Generation RPO

# Avencia

### Report Abstract

February 2024

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8 pages

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## Who is this Vendor Assessment for?

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NelsonHall's Next Generation RPO profile on Avencia is a comprehensive assessment of Avencia's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of Avencia and identifying vendor suitability for RPO RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the RPO sector.

## Key Findings & Highlights

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This NelsonHall vendor assessment analyzes Avencia's RPO offerings and capabilities.

Avencia Consulting Services Limited (Avencia) was established in 2017 by co-founders Chris Buckingham and Charlie Gordon. The company offers outsourced talent acquisition solutions and consulting services predominantly within the SMB sector and in the insurance, financial services, and fintech industries.

Avencia's services comprise four primary offerings:

- Recruitment process outsourcing - includes outsourcing some or all of an organization's permanent and fixed-term contract hiring needs. Avencia offers employer branding and recruitment process optimization, reducing the cost of acquiring talent and delivering an enhanced and consistent candidate experience
- Recruitment technology services - Avencia is a reseller of Cornerstone TalentLink, including implementation services
- Talent consultancy - blends strategic advice with practical solutions, enabling the attainment of talent goals in diversity and inclusion, leadership development, talent identification, psychometrics, and recruitment training
- Managed service programs (MSP) - Avencia manages the acquisition, selection, onboarding, and payroll administration of an organization's temporary, contract, and interim workforce. The service delivery models are MSP Direct Sourcing and MSP Hybrid (a combination of Supplier Sourced and MSP Direct).

Avencia's parent company is Oliver James Group, a specialty global staffing business with ~20 years of experience serving the financial services, professional services, and commerce industries. Avencia leverages the global delivery resources of its parent organization, located in 12 locations across Europe, APAC, and the U.S., to support client services outside of the U.K.

Avencia offers the following RPO service models:

- End-to-end RPO - reflects a multi-year outsourcing engagement supporting talent attraction, talent pipelining interview, selection, offer, and onboarding processes. This program includes the procurement and management of third-party agency suppliers

- Pop-up RPO - supports a specific period to rapidly source talent, directly leveraging the client's and Avencia's brand to meet the demand current in-house recruitment or HR teams cannot support. Pop-up RPO may be location or skill-specific
- Plug-in - Avencia handles resourcing for a particular need or project, complementing an organization's existing recruitment team.

Avencia's RPO solutions offer:

- A dedicated embedded onsite client-branded account team and administrative support
- A large scalable offsite and onshore team of recruiters specializing in markets and skills categories specific to the insurance market
- Flexible service models that evolve in line with changes within the client's business
- A cost-effective alternative as Avencia is a smaller vendor with fewer overheads
- Cultural alignment with its targeted clients, i.e., an SMB working with SMBs
- An agile approach, enabling an immediate impact, tailored to the client's needs
- An offsite shared services team offering candidate relationship marketing, technology services, MI and analytics, compliance, and onboarding.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Avencia’s RPO offerings, capabilities, and market and financial strengths, including:

- Identification of the company’s strategy, emphasis, and new developments
- Analysis of the company’s strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company’s customer base, including the company’s targeting strategy and examples of current contracts
- Analysis of the company’s offerings and key service components
- Analysis of the company’s delivery organization, including the location of delivery centers.

## RPO Vendor Assessments are also available for:

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ADP

Cielo

IBM

Lorien

NLB Services

NXTThingRPO

Page Outsourcing

PeopleScout

Resource Solutions

Sanderson

Sevenstep RPO

## About The Author

Jeanine is a Principal Research Analyst at NelsonHall and an HR Technology & Services practice member. She has global responsibility for key HR areas, including employer of record (EOR) and learning platforms.

Jeanine is a highly experienced HR practitioner with 28 years of experience in HR across industry sectors, including aerospace, automotive, energy, government, pharmaceuticals, telecommunications, learning, and business consultancy.

Jeanine possesses significant experience in leading and managing business transformation/integration, competitive and industry benchmarking, HR and learning technology, strategic change leadership, managed service provider engagements, organizational and process redesign, and M&A initiatives.

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NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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