



# Market Analysis

Next Generation RPO

# Next Generation RPO: Driving HR Transformation

## Report Abstract

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80 pages

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## Who is This Market Analysis For?

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NelsonHall's Next Generation RPO: Driving HR Transformation report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the RPO market
- Vendor marketing, sales, and business managers developing strategies to target RPO services
- Financial analysts and investors specializing in the RPO services sector.

## Key Findings & Highlights

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NelsonHall's market analysis of the RPO services market consists of 80 pages. The report focuses on how vendors evolve their product and service offerings to redesign recruiting processes and reimagine the candidate experience. The report examines the application of advanced technologies, including GenAI, to support TA transformation, detailing RPO vendors' capabilities and planned service and product roadmaps.

The impacts from economic instability will likely prevail until H2 2024, when recruiting and hiring levels begin their slow rebound to normalization. Factors affecting recruiting performance include geopolitical conflicts, ongoing inflationary and recessionary concerns, and upcoming political elections. These influences continue generating business uncertainty, forcing vendors to rapidly pivot and adapt products and services to meet clients 'where they are at' in their outsourcing journey.

Program scope continues changing as organizations consider specific needs in terms of flex and scale in today's environment. Clients are rationalizing vendors to maximize in-house resources and infrastructure until conditions improve. There is also a trend toward shorter renewal terms – directly connected to many organizations not committing to more extended agreements across all contracts until the market stabilizes.

The infusion of technology within candidate sourcing and attraction continues its accelerated evolution, with vendors increasingly applying GenAI, AI, and ML, boosting recruiting efficiency, strengthening candidate quality and engagement, and delivering critical data insights throughout the employee lifecycle. Intelligence around holistic talent using predictive and prescriptive analytics supports broad organizational strategies, including candidate recruiting and employee retention considerations, such as compensation disparities, high probability of resignation populations, internal mobility opportunities, and the engagement of workforce returners to fill critical skill and knowledge gaps.

## Scope of the Report

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The report analyzes the worldwide market for RPO and addresses the following questions:

- What are the market size and projected growth for the RPO market by geography?
- What is the industry sector's activity profile in the RPO services market?
- What are the top drivers for adopting RPO services?
- What are the benefits currently achieved by RPO users?
- What factors are inhibiting user adoption of RPO services?
- Who are the leading RPO vendors globally and by geography?
- What is the typical combination of existing and new services provided within RPO services contracts?
- What is the current delivery location pattern used for RPO services contracts, and how are these models changing?
- What are the challenges and success factors within the RPO services market?

## Next Generation RPO Vendor Assessments Available for:

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ADP

Avencia Consulting

Cielo

IBM

Lorien

NLB Services

NXTThingRPO

PeopleScout

Pontoon Solutions

Sanderson.

## About The Author

Jeanine is a Principal Research Analyst at NelsonHall and an HR Technology & Services practice member. She has global responsibility for crucial HR areas, including employer of record (EOR) and recruitment process outsourcing (RPO).

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

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