

# HR expert uncovers how RPO deals are being won with top Customer Experience

*Senior HR Consultant, Jim Richardson, explains why a good customer experience - supported by strong communication via QBRs - is essential for RPO companies.*

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[/EINPresswire.com/](https://EINPresswire.com/) -- With over 30 years of experience in Recruitment Process Outsourcing ([RPO](#)) and strategic talent acquisition, industry expert Jim Richardson has shared insights on how exceptional Customer Experience (CX) can drive success in the competitive RPO market. Drawing comparisons to the more mature Business Process Outsourcing (BPO) industry, Richardson emphasises the importance of effective communication, trust-building and leveraging data to secure long-term client partnerships.



**Jim Richardson**  
Senior HR  
Consultant

Jim Richardson, Senior HR Consultant & RPO Expert



“Recruitment is an industry that has fascinated and frustrated me in equal measure,” said Richardson. “The RPO sector has grown significantly over the last three decades, yet there is so much to learn from the BPO market, particularly in delivering superior customer experience.”

The importance of CX in RPO:

RPO, defined by the Recruitment Process Outsourcing Association as the outsourcing of all or part of recruitment processes to an external provider, is a cornerstone for many global organisations’ hiring strategies. As many companies now move into their second, third, or even fourth-generation RPO models, expectations for service excellence have never been higher.

Richardson notes that CX plays a pivotal role in setting RPO providers apart, building trust,

enhancing candidate experiences, and delivering strategic value to clients. However, some firms have been slow to adapt. According to [The QBR Delusion](#) (2024), 93% of buyers are scrutinising supplier relationships more closely than ever before.

“Regular business reviews are often the main avenue for gathering feedback and updating clients on progress, but many fall short of their potential,” Richardson observed. “Tools like [Clientshare Pulse](#), already gaining traction in the BPO industry, can transform these reviews into meaningful, actionable conversations.”

Richardson highlights four critical areas where RPO providers can enhance their CX strategies:

**Building trust:**

Open, honest communication builds the foundation for long-term relationships with Talent Acquisition (TA) and Human Resources (HR) leaders. “Listen actively and respond quickly,” Richardson advises. “Being ‘in the trenches’ with your clients can make all the difference.”

**Differentiating your business:**

A customer-centric approach distinguishes RPO providers in a crowded market. “It’s not enough to say you value customer experience—you need to prove it through actions,” said Richardson.

**Improving prioritisation:**

Understanding what matters most to clients—whether cost, quality, or speed—enables tailored hiring solutions. Richardson recommends regular check-ins and a willingness to challenge traditional methods to meet evolving client needs.

**Supporting data-driven decisions:**

Utilising metrics like NPS or CSAT scores provides insight into partnership health and opportunities for growth. Tools like Clientshare Pulse empower RPO providers to monitor client sentiment and address issues proactively.

**Preparing for a competitive future**

As the hiring market is expected to rebound in 2025, competition in the RPO sector will intensify. Richardson stresses that perfecting CX strategies now will not only improve current client relationships but also position businesses for sustained success.

“Customer experience isn’t just a competitive advantage—it’s a necessity,” he concluded. “By investing in the right tools and practices, RPO providers can ensure they stand out in a rapidly evolving market.”

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