



KellyOCG Drives Talent Acquisition Efficiency for John Deere with HireHQ

Profile: Manufacturing - Agricultural & Lawn Equipment

Engagement

KellyOCG sought a technology partner to develop a bespoke direct-sourcing solution for John Deere and encountered HireHQ through a serendipitous video call.

“We thought we were going to see a VMS! When we saw the demo of HireHQ, we realized would be a good fit to collaborate and build something that could benefit all three parties: Kelly, HireHQ, and John Deere.”

The Challenge

John Deere needed to improve their direct sourcing capabilities to:

- **Reduce** reliance on traditional supply chains for talent acquisition.
- **Leverage** their existing retiree pool and RPO talent for contingent roles.
- **Increase** brand awareness beyond lawnmowers and attract a wider range of skilled workers.

The Solution

KellyOCG implemented HireHQ, a talent acquisition platform, to create a branded talent community for John Deere. This enabled John Deere to:

- **Build** a centralized pool of interested candidates.
- **Proactively** place talent in open roles.
- **Offer** a more engaging candidate experience with greater control over the application process.

The Outcomes

- **Unified Talent Experience:** A modern platform empowers candidates to manage their applications and stay informed throughout the process.
- **Scalability and Repeatability:** The solution can be quickly adapted for different.
- **Diversity and Inclusion:** The platform facilitates outreach to diverse talent pools and offers compliance with payrolling requirements.

“Since implementing KellyOCG's solution with HireHQ, we've seen a dramatic improvement in candidate experience and talent pool diversity, and we see almost inevitable rewards from implementing their AI co-pilot technology. I highly recommend KellyOCG and HireHQ to any organization looking to streamline talent acquisition, go direct, and hire the best top talent at the lowest industry rate.”

Sieron Dottin, Vice President Product Leader for Direct Sourcing, Kelly OCG