



## MRA/Medela Recruiting Partnership Saves \$350K

Medela, a 50-year-old company, industry leader, and the No. 1 recommended breast pump brand with more than 2,000 employees worldwide, was in need of recruiting assistance and support.

### Challenge

Having worked with other third-party recruiters in the past, Medela was not satisfied with the quality or quantity of candidates they received.

### Solution

MRA worked closely with Medela to fully understand their needs and help find just the right qualified candidates. Medela sought a specialized niche candidate who would be a cultural fit, had a special interest in or connection to the product, and also possessed health-related or hospital-based experience.

### Results

- **Excellent candidates:** MRA's resources provided the high-quality candidates needed and a large quantity to choose from. More than Medela has experienced with other third-party providers.
- **Valued Time savings:** MRA's resources make the process more efficient, saving time. Extensive candidate vetting allowed for Medela to skip the initial phone interview and move quickly to the next interview phase.
- **Hi-tech Recruiting:** MRA's recruiting technology is most useful for Medela's global workplace allowing candidates to record interviews at their convenience, while enabling managers in Switzerland to review the interviews half a world away at a time that is convenient for them. MRA's video technology also provides Medela with livestreaming interviews. In addition, MRA offers a more robust online visibility and access to candidates.
- **Incredible Cost savings:** More than \$350K. Medela's tracking reports show an overall savings of \$384,166 based on costs if the same positions had been filled by a third-party recruiter vs. MRA's preferred member pricing model.
- **Positive experience and high engagement:** MRA's candidate survey results indicate that candidates and hiring managers feel very positive about MRA's interviewing and recruitment strategies. Zero turnover of the 24 employees Medela hired in the past year, show high employee engagement.

### Summary

MRA's member relationship with Medela means MRA works on behalf of Medela, not the job candidates. MRA has a vested interest to find the best candidates to help member businesses be successful. Together Medela and MRA have created a successful recruiting partnership providing high-quality candidates.



"I have a good, easy relationship with the MRA Recruiting team. They understand my needs, they are good listeners, and they provide a great service."

—Jill Helander  
Senior Recruiter

