



Building a business case for direct sourcing

Strategies and success stories



Table of contents

 Click on the titles below for quick access to each section.

- Introduction | Why direct sourcing? 3
- The business case for direct sourcing 4
- What makes direct sourcing different? 6
- Building a talent community 8
- Benefits | Better, faster, more cost-effective 11
- Case study | Financial Services industry success with CXC 14
- Overcoming objections to direct sourcing 17
- Looking ahead | The future of direct sourcing 19
- Conclusion | Making the leap 22



Introduction | Why direct sourcing?

In an ever-evolving workforce landscape, organisations are turning to direct sourcing to streamline recruitment, optimise costs, and improve their talent experience. Whether your goal is reducing time-to-hire, ensuring compliance, or building a strategic talent pipeline, direct sourcing offers a proactive, technology-driven approach.

This eBook distils insights from the live webinar hosted by [CXC](#), [Raise](#), and [Opptly](#), Building a Business Case for Direct Sourcing, into actionable takeaways for organisations navigating the complexities of contingent workforce management.



The business case for direct sourcing

Building a business case for direct sourcing is more than just a pitch for a new recruitment model—it's a strategic blueprint for transforming how your organisation attracts and manages contingent talent. By leveraging your employer brand, advanced technologies, and curated talent pools, direct sourcing delivers measurable cost savings, faster hiring cycles, and an exceptional candidate experience.

As organisations face growing demands for workforce scalability, compliance, and cost efficiency, direct sourcing has emerged as the proactive solution. But what makes it truly transformative is its ability to turn talent acquisition into a long-term asset—one that aligns with your business goals and evolves with market needs.

In this section, we'll unpack the core drivers of direct sourcing, its tangible benefits, and why now is the time for enterprises to embrace this game-changing approach.

Key drivers of direct sourcing

Proactive talent acquisition

Shift from reactive hiring to cultivating curated, pre-vetted talent pools aligned with your brand. This approach not only enables your organisation to quickly respond to market and project demands but also positions you to attract top-tier talent, giving you a distinct competitive edge.

Cost optimisation

Enterprises can achieve 5-10% cost reductions through exclusive talent pipelines and technology efficiencies. As [Mike Leacy](#), Chief Sales Officer at [Raise](#), explained:

“Direct sourcing is not a sprint—it’s a journey. You can start small and scale, but every hire from your private talent pool brings immediate cost savings.”

Scalability and flexibility

Direct sourcing enables organisations to scale hiring across geographies and adapt to fluctuating business needs. According to [Derek Sanders](#), Chief Revenue Officer at [Opptly](#):

“Direct sourcing offers flexibility and scalability, combined with an omni-channel talent strategy that supports a company’s long-term goals.”

Improved candidate experience

Streamlined and personalised engagement processes ensure candidates feel seen and valued, providing a consistent and positive recruitment experience. This not only enhances your brand image but also boosts retention, offer acceptance, and attracts higher-quality candidates, driving hiring success.

What makes direct sourcing different?

Direct sourcing transforms traditional recruitment by leveraging your employer brand, advanced technology, and strategic talent curation to create private talent communities. Unlike traditional staffing models, which often rely on external agencies or reactive hiring processes, direct sourcing takes a proactive, long-term approach to talent acquisition.

Here's what sets direct sourcing apart:

Curated talent pools

Direct sourcing builds private databases of pre-vetted, brand-aligned candidates. These talent pools act as an ongoing resource, enabling faster hiring and a more targeted approach to filling roles.

Technology-driven innovation

Leveraging advanced tools like AI-powered platforms, predictive analytics, and multi-channel sourcing, direct sourcing enables data-driven decision-making. Tools like Opptly's Skills Intelligence enhance efficiency by analysing historical data, forecasting hiring trends, and streamlining the entire recruitment process.

Omnichannel recruitment

By sourcing talent from diverse channels—such as ATS databases, online communities, retirees, and silver medalists—direct sourcing maximises access to high-quality candidates that traditional methods might overlook.

As Connor Heaney, Managing Director at CXC, puts it:

“Direct sourcing isn't just about filling roles—it's about creating a sustainable asset for your organisation that delivers value over the long term.”



This innovative approach is fundamentally about being proactive, agile, and strategic—ensuring your talent acquisition aligns with both your immediate needs and long-term goals

Building a talent community

A successful talent community is more than just a database of names—it's a dynamic, curated network of professionals who are engaged, aligned with your organisation's brand, and ready to step into roles as opportunities arise. Creating this valuable resource requires a strategic approach that blends technology, collaboration, and consistent communication.

Here's how to build and nurture a thriving talent community:

Engage stakeholders across the organisation

To build an effective talent community, you need buy-in from key stakeholders, including HR, procurement, and executive leadership. This collaboration ensures alignment with organisational goals and makes the talent community an integrated part of your workforce strategy. As **Mike Leacy, Chief Sales Officer at Raise**, explained:

“Stakeholder engagement is critical. By bringing together HR, IT, and even marketing teams, you ensure the talent community reflects your brand and meets the organisation’s needs.”

Start by clearly identifying stakeholder roles, aligning goals across departments, and securing leadership support to champion the initiative.



Invest in the right technology

Advanced tools are essential to effectively manage and scale your talent community. Platforms like [Opptly](#) simplify curation, streamline candidate engagement, and integrate seamlessly with existing systems like VMS and ATS. These tools use predictive analytics and AI to forecast hiring needs and maintain talent pool readiness.

“Our modular, AI-powered approach ensures that talent curation and engagement are tailored to each client’s unique challenges,” noted [Derek Sanders](#), Chief Revenue Officer at [Opptly](#).

This technology-first approach ensures that your talent community is always up-to-date and ready to respond to business needs.



Nurture candidates through continuous engagement

Building a talent community doesn’t stop at adding names to a database—it’s about creating ongoing relationships. Candidates need to feel valued and connected to your brand, even when roles aren’t immediately available. Regular communication, such as updates on company news, industry trends, and tailored opportunities, keeps candidates engaged and ready to step into new roles.

[Mike Leacy](#) emphasised this point:

“A well-nurtured talent community ensures candidates feel seen and valued, which is crucial for building trust and readiness. This level of engagement leads to faster hiring and improved candidate satisfaction.”

Drip campaigns, personalised messages, and professional content can all play a role in keeping your community active and engaged.

Benefits | Better, faster, more cost-effective

Direct sourcing redefines how organisations approach contingent hiring by delivering tangible benefits across three critical areas: quality, efficiency, and cost. By leveraging your employer brand, advanced technology, and proactive curation strategies, this approach drives measurable improvements that benefit both employers and candidates.

Better access to quality talent

Direct sourcing taps into previously overlooked talent pools, such as silver medalists, retirees, and passive candidates, all of whom are already aligned with your employer brand. This not only enhances the quality of hires but also ensures candidates are a good cultural fit from the start.

“Direct sourcing is all about better access to quality talent,”
explains [Mike Leacy](#), Chief Sales Officer at [Raise](#).

“It leverages multiple channels and creates curated talent pools, giving you access to professionals who are pre-aligned with your organisation’s values and goals.”

Faster hiring timelines

By maintaining a private database of pre-vetted candidates, direct sourcing drastically reduces time-to-fill. With AI tools automating matching and prioritising candidates in your talent community, hiring managers can focus on selecting the best fit rather than wading through resumes. Over time, fill rates can improve by as much as 50%, ensuring you’re ready to meet demand in real-time.

“When you have a prioritised, well-curated talent pool, you can cut time-to-submit significantly, keeping your organisation agile and responsive,”
notes [Derek Sanders](#), Chief Revenue Officer at [Opptly](#).



More cost-effective solutions

One of the most compelling benefits of direct sourcing is its ability to deliver immediate and long-term cost savings. Organisations typically see cost reductions of 5-10% by minimising reliance on third-party agencies, improving fill ratios, and reducing the time spent on recruitment.

“Every hire from your talent community drives cost savings,” explains Derek Sanders.

“And as your community grows, those savings compound, making direct sourcing one of the most scalable and sustainable recruitment strategies available.”



Ultimately, direct sourcing delivers on the promise of better, faster, and more cost-effective hiring. It's a solution that doesn't just fill roles—it transforms talent acquisition into a strategic advantage for your organisation.

Case study | Financial Services industry success with CXC

A global financial services firm sought to enhance its contingent workforce strategy to address challenges in workforce planning and cost efficiency. With high-demand, niche roles requiring immediate attention, they partnered with CXC to implement a tailored direct sourcing solution.



The challenge

The firm struggled with forecasting contingent hiring needs for specialised roles such as Primavera experts. They needed a scalable solution that could reduce time-to-fill, lower recruitment costs, and provide hiring managers with a seamless candidate experience.



The solution

CXC worked closely with the client to build three region-specific talent pools designed to meet recurring hiring demands in key locations. By leveraging direct sourcing technology and their employer brand, the firm created a curated database of pre-vetted candidates ready to engage as opportunities arose.





The outcomes

- 7% cost savings achieved within the first 12 months by prioritising talent sourced from the private talent community.
- Reduced time-to-fill for niche roles, ensuring projects stayed on schedule.
- Improved hiring manager satisfaction, with branded resumes simplifying the evaluation process.
- Enhanced scalability, enabling the client to adapt quickly to fluctuating project demands and market conditions.

CXC's direct sourcing expertise delivered tangible business benefits, transforming the firm's approach to contingent workforce management and positioning them for long-term success.



Overcoming objections to direct sourcing

Adopting direct sourcing can bring transformative benefits, but like any significant change, it's not without its challenges. Common objections—whether concerns about branding, compliance, or resistance to change—can slow down implementation or prevent buy-in from key stakeholders. Addressing these objections head-on with clear communication, education, and proven strategies ensures your organisation can realise the full potential of direct sourcing while maintaining stakeholder confidence.

Common concerns

- Brand usage | Concerns over candidate perception.
- Change resistance | Hiring managers often hesitate to adopt new models.
- Compliance risks | Misclassification fears can hinder approval.

Strategies to address objections

- Facilitate focus group sessions to educate hiring managers on benefits.
- Leverage internal champions to share peer success stories.
- Partner with a curator or provider to navigate compliance complexities.

As [Mike Leacy](#) noted:

“The success of a direct sourcing program relies on strong communication and collaboration between stakeholders. Socialising the benefits and outcomes early on is crucial to achieving buy-in.”



Looking ahead | The future of direct sourcing

The future of direct sourcing is poised to evolve alongside advancements in technology, workforce dynamics, and the growing demand for more agile and efficient hiring solutions. As organisations increasingly prioritise proactive talent strategies, direct sourcing will continue to expand its scope and impact, becoming a cornerstone of modern workforce management.

AI and skills-based hiring

The shift from credential-based hiring to skills-based hiring is reshaping recruitment, particularly for highly technical roles. Tools like [Raise's Skills Project](#) and [Opptly's Skills Intelligence](#) are leveraging AI to validate candidate skills, mitigate fraud, and enhance the quality of hires. These innovations not only ensure the best candidate fit but also streamline the process for hiring managers.

Expanding talent categories

Direct sourcing is no longer limited to contingent hiring. Organisations are beginning to adopt a "single-door" approach, using their talent communities for both contract and permanent roles. This integration simplifies recruitment workflows while leveraging the employer brand to attract talent across categories. [CXC](#), with its expertise in bridging global workforce solutions, is at the forefront of helping organisations implement this comprehensive model.

As [Connor Heaney](#), Managing Director at [CXC](#) explained:

"Direct sourcing has evolved to meet the changing needs of the modern workforce. It's about using data, technology, and a strategic mindset to build solutions that work across all talent categories."

Incorporating Independent Contractors

As businesses seek greater flexibility, the use of independent contractors within direct sourcing programs is growing. While this introduces additional compliance risks, companies like [CXC](#) provide trusted expertise in misclassification and compliance management, ensuring organisations can safely and effectively tap into this valuable talent pool.

Leveraging data and AI for scalability

The role of AI in direct sourcing is only set to expand. From predictive analytics to AI-powered talent matching, these technologies will drive better decision-making, improve hiring speed, and optimise cost savings. [Derek Sanders](#), Chief Revenue Officer at [Opptly](#), notes:

“People are becoming more educated on the use of AI to scale and accelerate direct sourcing programs. It’s no longer a competitive advantage—it’s a requirement for success in the direct sourcing space.”

Broader adoption across industries and geographies

With more than half of contingent workforce leaders planning to increase their direct sourcing efforts in the next three years, adoption is growing rapidly. [CXC’s](#) global expertise positions it as a key partner for organisations looking to scale direct sourcing across diverse geographies while navigating regional complexities in compliance, labour laws, and cultural expectations.



Conclusion | Making the leap

Direct sourcing is no longer a forward-thinking concept reserved for innovators—it's a proven strategy that has become essential for organisations looking to streamline their talent acquisition processes, improve cost efficiency, and stay competitive in today's dynamic workforce landscape.

By leveraging your employer brand, advanced technology, and curated talent pools, direct sourcing transforms the way businesses engage with talent, turning recruitment into a proactive, strategic advantage. From reducing time-to-fill to creating a consistent and positive candidate experience, the benefits are clear: better access to quality talent, faster hiring cycles, and significant cost savings that scale with your organisation's growth.

However, the success of direct sourcing depends on more than just adopting the right tools—it requires a shift in mindset and a commitment to collaboration across departments. Stakeholder buy-in, ongoing engagement with candidates, and strategic workforce planning are critical components of building a program that delivers measurable results over the long term.



As [Connor Heaney](#), Managing Director at [CXC](#), explains:

“Direct sourcing is about building a sustainable, future-focused talent strategy. When done right, it’s not just a hiring tool—it’s an asset that supports your organisation’s goals for scalability, compliance, and growth.”

The combined expertise of [CXC](#), [Raise](#), and [Opptly](#) ensures that organisations have the guidance and resources they need to navigate this transformation. From global compliance and branding to cutting-edge AI tools and curated talent curation strategies, these industry leaders offer a comprehensive approach tailored to the unique needs of each client.

The future of workforce management belongs to those who are ready to innovate. By embracing direct sourcing now, your organisation can build a resilient talent pipeline, enhance your employer brand, and unlock the full potential of your contingent workforce.

Ready to take the first step?

Let [CXC](#), [Raise](#), and [Opptly](#) help you design a program that works for you today—and scales for tomorrow.



Want to dive deeper?

[FREE GUIDE] The ultimate guide to direct sourcing

This essential resource by CXC is perfect for Talent Acquisition specialists, HR professionals, and internal recruitment teams eager to enhance their sourcing strategies and achieve superior hiring results.

Access the guide below:

Access guide

[FREE GUIDE] Driving direct sourcing forward

When it comes to Direct Sourcing, internal stakeholder buy-in is mission critical. Raise has put together a helpful guide with best practices for engaging your stakeholders and getting them to embrace the Direct Sourcing journey.

Access the guide below:

Access guide

[ARTICLE] How Opptly is reimagining AI in talent acquisition

How does Opptly leverage its purpose-built AI platform to revolutionize skills-based hiring? Discover how the opptly.ai curate platform uses powerful AI-driven skills matching to enable faster, more accurate talent connections—benefiting both hiring managers and top candidates alike.

Read the full story by Ardent Partners here:

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