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HOW TRICOR STAFFING SOLUTIONS RAISES THE BAR WITH ONE-STOP TAILOR MADE HR SOLUTIONS

Q&A with Conbie Siu, Executive Director at Tricor Staffing Solutions



Human Resources Magazine spoke with Conbie Siu from Tricor Staffing Solutions (TSS) about how the business can cater to clients' HR and staffing needs. TSS was established in 2019 and is a subsidiary of Asia's leading business expansion specialist, Tricor.

Tricor Staffing Solutions was awarded for Best Client Service at the Asia Recruitment Awards 2020.

Why did your parent company, Tricor, think there was a market for TSS?

TSS emerged from Tricor's desire to serve the constant requests we received from our clients, be it for PEOs (Professional Employer Organisations), functional outsourcing or general recruitment services. From what we see in the current market, there is no other player than us who can provide one-stop staffing solutions, catering to the HR needs of a corporation at all stages of their business.

Tricor "At Your Service" has always been our philosophy and approach towards our clients. Therefore, even though Tricor already provides executive search services, we launched TSS in 2019 to expand our recruitment services to all levels. We strive to provide tailor-made one-stop solutions for all our clients and the new service has supplemented very well with our existing services.

What niche is TSS seeking to fill?

Many recruitment agencies in Hong Kong are constrained in their ability to only use the same solution repeatedly for clients' different needs. However,

this approach is not efficient for clients as there is no one-size-fits-all solution. While our PEO and staffing solutions are well received by our clients, there is more to our success. At TSS, we provide a complete suite of HR solutions and cater to clients' changing needs as they grow their businesses. Although TSS is a relatively young brand, we are able to leverage from Tricor's more than 20 years of experience in recruitment and other human resources services. Not only do we have the solution to solve all HR needs, we also have a strong database built by Tricor where we can look into the clients' corporate structure and business operation as a whole. This enables us to design a comprehensive and insightful solution.

Apart from taking a holistic approach, we have a start-up mindset. We are flexible and agile in the dynamic recruitment market. We have created a tried-and-tested formula called the 4-D approach (diagnosis, design, delivery, diligence) to make sure every aspect of our clients' needs are covered. We undertake a thorough diagnosis to understand clients' needs and pain points, and address them by designing and delivering a tailored solution. We always strive to build a long-term relationship with our clients and our commitment does not stop after delivering the solutions. We constantly work with our clients to review their strategies and use our 4-D approach to help them further build their businesses to the next level.

What else makes TSS stand out from its competitors?

Not only do we create solutions based on market needs, we are very agile and act fast. For example, with digitalisation being an important trend for businesses



Subsequently, on behalf of the client we will approach the targeted employees for job assessment process.

One of TSS' strategies is to build a long-term relationship with clients. How does it achieve that with private corporations, publicly listed companies and Fortune 500 multinationals?

Throughout our organisation, from our top leadership to all of our employees, we have always applied our five core values of collaboration, care, agility, integrity and passion to nurture our relationship with clients. We are passionate about enabling sustained growth for our customers by constantly driving innovative solutions and programs tailored to their needs. In view of the COVID-19 pandemic, despite work from home approach, 75% of our team still volunteered to work in the office. This shows how strongly committed and passionate our team is towards our customers.

We have been a trusted partner for corporations at all levels in the past 20 years and enabled them to focus on their core business while we take care of everything else. Our 20th year of success has been built on a strong pool of loyal customers, and their satisfaction has been evidenced through us exceeding customer satisfaction with an NPS score of 99% Positive Ratings on a survey conducted by an independent research company.

Tricor operates out of 21 countries and across a network of 47 cities, and we serve more than 50,000 clients including multinational corporations (MNC), listed companies and private corporations. Our customers have helped build our legacy, and more importantly, our strong track record establishing us as the benchmark for professional services here in Hong Kong. Moving forward from the Year of Change to a Year of Innovation, we will continue to develop innovative solutions that help companies navigate the journey from start-up to IPO and beyond.

globally, we adopted digital solutions to enhance both our client and candidate experience. We approach our candidates through professional social media channels and offer self-service portals for employees and clients for more efficient business interaction.

The value of this approach has helped our clients immensely amid COVID-19. Realising that the face-to-face interview is not possible due to social distancing, we quickly provided solutions for clients including, providing a platform for online interviews and résumé reviewing. This empowered our clients to conduct their recruitment uninterrupted and enables their business to recover immediately once the pandemic is over and the market reopens.

What is your client service strategy?

Tricor is always at our clients' service to provide them with the best in-class customer experience. We assign dedicated staff for each project, and they take ownership and nurture each project personally. Our team are very committed to our customers and available to respond to every customer's dynamic requirements.

TSS has a balanced team comprising of experienced directors, skilled managers and talented consultants. The directors lead the strategic planning, while our managers work very closely with our clients and manage our relationship with them. The consultants build our talent pool and ensure the best suited candidates are showcased to our clients. For every recruitment assignment, our team work with the clients to map out potential candidates based on specific technical skillsets, industries and soft skills.

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