

RPO Case Study #4

RAPID SAUDI NATIONAL TALENT DEPLOYMENT FOR A GLOBAL AUTOMOTIVE STARTUP

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TASC

www.tascoutsourcing.com

Client Overview

The client is an automotive business in Saudi Arabia with retail expansion plans. They aimed to open multiple showrooms across key cities and build a fully Saudi-national sales workforce to meet regulatory and operational requirements. Limited time and hiring infrastructure led them to partner with TASC for a high-volume, rapid national recruitment drive.

The Talent Challenge

Despite brand strength and global backing, the client faced urgent barriers:

- Urgent requirement to recruit **120+ Saudi nationals** for sales and showroom roles
- **Multi-city hiring across the Kingdom** with local readiness needed before launch
- **Minimal internal hiring infrastructure** due to recent market entry
- Requirement for a partner with proven **Saudization execution expertise**



TASC's RPO Engagement Strategy

We activated a Project RPO model tailored to the client's sector, geography, and compliance needs. Our role extended far beyond filling vacancies — we became the client's strategic hiring partner.

- Ran nationwide sourcing campaigns targeting experienced Saudi automotive retail professionals
- Delivered daily progress updates and structured dashboards for transparency
- Pre-screened 250+ candidates for roles including Sales Associates, Shift Supervisors, and Showroom Managers
- Embedded a local delivery team for on-ground agility and alignment with client expectations
- Managed the full recruitment lifecycle — interviews, offers, onboarding kits, and day-one readiness
- Delivered daily progress updates and structured dashboards for transparency



Business Impact

The results surpassed the client's expectations:

Total Hires
120+ Saudi Nationals Deployed

Time To Deliver
6 weeks (start to finish)

Cities Covered
Multiple Across KSA

Saudization Compliance
100% compliant (Qiwa, Mudad, Nitaqat)

Operational Launch Delays
0

Candidate Dropout/ Replacement Rate
<4%



Client Feedback

TASC not only met our aggressive hiring timeline but ensured every hire was Saudi-national, compliant, and retail-ready. Their ability to mobilize across multiple cities in weeks was a game-changer for our launch

Project Director, Global Automotive Startup

Key Success Drivers

- Leveraged deep **Saudi retail talent networks**
- **Owned end-to-end hiring** from sourcing to onboarding
- Trained candidates to meet **international retail service standards**
- **Maintained strict compliance** with Saudization and documentation requirements
- **Delivered agile, on-ground support** aligned to launch deadlines





About TASC RPO in Saudi Arabia

TASC is one of the region's most trusted RPO providers, specializing in high-volume, compliant workforce solutions across Saudi Arabia.

We bring:

- **80+ recruiters** across GCC
- **Specialized RPO models:** Project, Surge, Enterprise, Saudi-National
- **Arabic-English** bilingual sourcing and delivery
- **100% compliance with** Qiwa, Mudad, and Nitaqat frameworks

Need Similar Results? Let's Talk.

Looking to build a Saudi-national workforce at speed? TASC's RPO team is ready to deliver with confidence.

Book a consultation with our KSA-based experts at

info@tascoutsourcing.com