

 SolutionsDriven

CIGNA CASE STUDY

180m

Customers

30

Countries

70,000

Employees

S SolutionsDriven



Cigna is a global health services company dedicated to improving the health, well-being, and peace of mind of who they serve.

They provide services and solutions to address the diverse health needs of their customers and patients in a highly personalized way – “each and every day”.

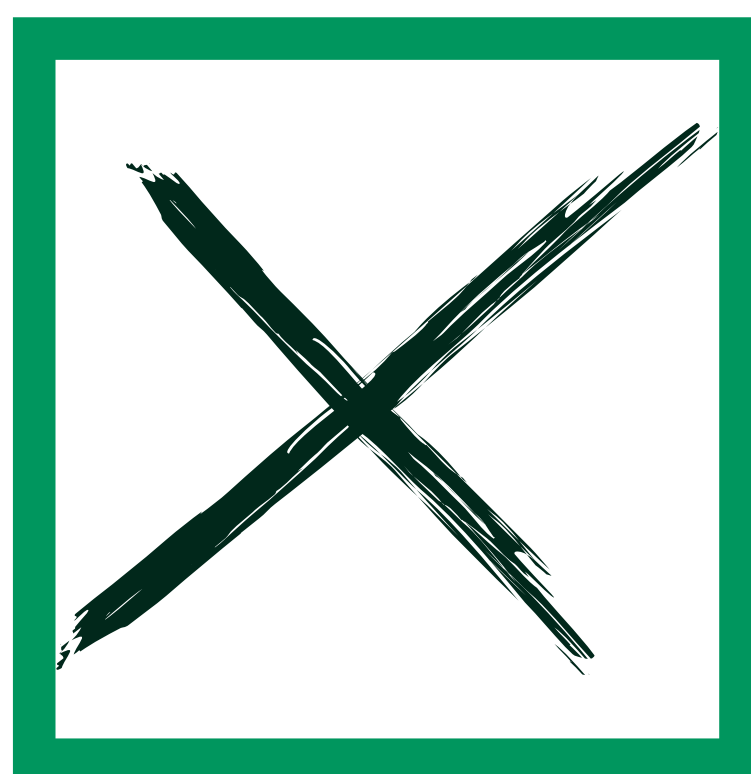
“A small candidate pool...”

Cigna had aggressive sales targets for the following year and were looking to hire this business critical role as soon as possible.



S SolutionsDriven

With the on-the-road nature of the job and the requirement for a UK-based Germanic speaker, Cigna had spent most of the previous year unsuccessfully looking to fill the role internally and through other recruiters.



S SolutionsDriven

“Recruitment for this position had been ongoing throughout 2019.

We had a small candidate pool due to the on the road nature and Germanic speaking requirements of the job, and other suppliers had failed to deliver.”

**Diane Cameron,
Senior Talent
Acquisition
Specialist, Cigna**





The Solution

Previously, Solutions Driven had successfully filled a business critical role for the Cigna team, so they were aware of the team's capabilities.

Diane got in touch with Solutions Driven and outlined their requirements.

"Having worked with Solutions Driven on another critical and difficult to fill role I had confidence they could deliver."



The Results

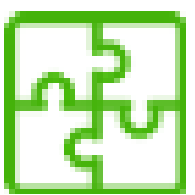
“We initially held a detailed briefing with the Hiring Manager to establish our key requirements. Solutions Driven immediately had a good understanding of the sales persona required.”

Beginning with a strong briefing meeting, Solutions Driven were immediately aware of the difficulties Cigna had faced filling this role.

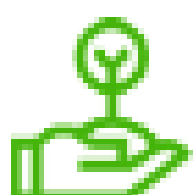
SolutionsDriven

Using in-depth candidate sourcing techniques, Solutions Driven's Talent Delivery Specialists put together a shortlist of candidates that matched Cigna's requirements.

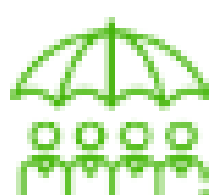
Cigna and Solutions Driven were in regular contact throughout the process, with updates on how the search was going and checking whether sample candidates met their expectations.



FIT



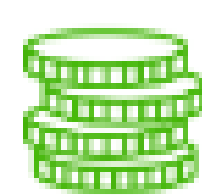
FREEDOM



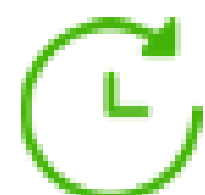
FAMILY



FUN



FORTUNE



FUTURE

S SolutionsDriven

“I was very happy with the whole end-to-end process and the engagement with the Solutions Driven team was excellent throughout.”

