

How In Depth candidate  
Engagement Filled  
Cigna's Difficult Role

1 ROLE  
RIGHT  
1ST TIME

# THE COMPANY

Cigna is a global health services company dedicated to improving the health, well-being, and peace of mind of their customers. They provide services and solutions to address the diverse health needs of their clients and patients in a highly personalized way – “each and every day”.



**180 million  
customers**



**30  
countries**



**70,000  
employees**

# THE PROBLEM



## “A Small Candidate Pool...”

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

The candidate needed to be able to travel regularly and were required to be UK-based and a German speaker. Cigna had spent most of the previous year looking to fill the role internally and through other recruiters.



Recruitment for this position had been ongoing throughout the past year.

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

# THE SOLUTION

Previously, Solutions Driven had successfully filled a business critical role for the company, so Cigna were aware of the Solutions Driven 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.

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.



**Diane Cameron,**  
Senior Talent Acquisition Specialist

Beginning with a strong scoping meeting, Solutions Driven were immediately aware of the difficulties Cigna had faced filling this role. Candidates were extremely passive and the job requirements meant there were few suitable individuals available.

# THE RESULTS

Using **in-depth** candidate sourcing techniques, Solutions Driven's Talent Delivery Specialists put together a shortlist of candidates that matched Cigna's requirements to at least a **90% fit**. With a dedicated recruiter assigned to the task, Solutions Driven spent time engaging passive candidates and activating them, to fill the role.

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.



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



**Diane Cameron,**  
Senior Talent Acquisition Specialist

**1 role** > **Right 1st time**

Want to find out more  
about how we can  
grow your business?

**We can help!**

Book a free consultation 