

## CASE STUDY SPIRIT AIRLINES

Spirit Airlines, known for its cost-efficient, no-frills flying experience, faced challenges in attracting top-tier talent to support its rapid growth and maintain operational excellence. To address these challenges, Spirit Airlines partnered with TalentoHC, a premier global solutions provider specializing in talent acquisition for the aviation industry.



### HIGHLIGHTS

TalentoHC was able to help Spirit Airlines transform their hiring process, achieve their organizational goals and create a contingent workforce program for IT through a workforce planning process creating proactive pipelines and in-house recruiting capability.



**25K EMPLOYEES**



**15+ COUNTRIES**



**\$4B IN 2019**

### GOALS

- Establishing operational reliability: on-time departures, arrival, and baggage handling.
- Re-defining the guest experience on-board, at the airport, and through digital channels.
- Innovating operationally and commercially through technology.

### CHALLENGES

01

#### ATTRACT HIGH-CALIBER TALENT

Compete with larger airlines for skilled professionals by enhancing candidate experience.

02

#### IMPROVE RECRUITMENT EFFICIENCY

Reduce time-to-hire and create proactive vs reactive internal recruiting function for the corporate HQ departments

03

#### ALIGN TALENT STRATEGY WITH GROWTH GOALS

Ensure the recruitment process supports strategic expansion plans. Hyper-growth employee base, doubling in under a decade from 5k to 25k; evolving culture with entrepreneurial DNA

04

#### STRATEGIC FUNCTION

Need to develop a strategic HR function driving organizational performance, organizational design while establishing operational processes for large, distributed workforce in a 4+ union environment



## SOLUTION

TalentoHC implemented a comprehensive talent acquisition strategy tailored to Spirit Airlines' needs:

**Market Analysis and Strategy Development:** Conducted a detailed market analysis to understand the competitive landscape and talent availability. Supported the CHRO in evolving the HR department structure and capabilities to sustain growth. Delivered a talent availability report including skill sets, job descriptions, and compensation bands.

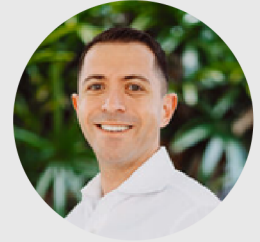
**Employer Branding:** Enhanced Spirit Airlines' employer brand by highlighting the company's culture, growth opportunities, and innovative work environment.

**Advanced Sourcing Techniques:** Implemented ATS capabilities and technology, utilizing a vast network of industry connections to source top talent.

**Contingent Workforce Program for IT:** Built an IT workforce planning process, creating proactive pipelines and an in-house recruiting capability. Achieved 20% cost savings with improved contingent workforce quality and a 30% contractor conversion rate.

**Executive & Professional Recruiting:** Developed an executive recruiting capability, placing over 10 officers and key management roles from Director to Vice President levels in under 3 years. Filled 30 management positions in 90 days with an average time to fill of 28 days. Placed over 450 professional positions from VP to Analyst level over 36 months.

**College Recruiting Program:** Created a college recruiting program, placing 20 positions with an average fill time of 30 days, branding Spirit Airlines as one of the best employers for students entering the workforce.



*"Talento has been an instrumental partner – from my own placement to supporting my organization's needs as the Talent leader. Many placement firms view each role as a tactical contact, but Talento is focused on building lasting relationships, getting to know your business, and working relentlessly to maximize fit, quality, and timeline. They don't just tell me what I want to hear, but instead consult with me and my leaders on what we need to hear – from placement strategy to organizational trends they are seeing."*

**DAVID KLEIN**  
VP, Talent  
Spirit Airlines



## RESULTS

The partnership with TalentoHC delivered significant improvements:

- **Reduced Time-to-Hire:** Reduced time-to-hire by 30%, allowing Spirit Airlines to quickly onboard critical talent and reduce vacancies in key roles for operational efficiency.
- **Increased Quality of Hire:** 97% of hiring managers reported improved candidate quality, with a higher percentage of new hires meeting or exceeding performance expectations. TalentoHC enhanced the candidate pool by qualifications, compensation, and location.
- **Enhanced Employer Brand:** Saw a 25% increase in candidate applications due to a stronger employer brand presence.
- **Strategic Talent Alignment:** Recruitment efforts were closely aligned with Spirit Airlines' growth objectives, with proactive organizational chart planning to ensure talent aligned with operational goals.

TalentoHC's tailored approach and deep industry expertise enabled Spirit Airlines to overcome its business challenges. By partnering with TalentoHC, Spirit Airlines not only attracted top-tier talent but also streamlined its recruitment process, ultimately supporting its strategic growth and operational excellence.

Our mission is to reduce marketplace complexity and create greater efficiency by providing one point of contact for all your talent needs. For more information on how TalentoHC can help your aviation company achieve its talent acquisition goals, visit [TalentoHC](https://www.talentoHC.com).

