

HOW TO DRIVE A VOLUME RECRUITMENT CAMPAIGN

Towergate was an unknown brand having grown through mergers and acquisitions. In early 2014, Towergate decided to create a “Relationship Hub” in Manchester responsible for all their small to medium personal lines & commercial customers - a dramatic shift for customers who were used to walking into a local office and discussing their insurance premiums face to face. The number of internal transfers to this new office was much lower than expected, which meant circa 400 people would need to be recruited and trained within a 9 month period. Towergate therefore needed a partner who would understand the culture they were trying to create whilst meeting the aggressive deadlines and building brand development, sourcing, selection and on boarding.

THE SOLUTION

Using Towergate’s Values, RM designed a campaign specific Employee Value Proposition (EVP) , which we used to create every aspect of the candidate journey from the initial advert, to the assessment day and all the way through to their first day. We provided market insight data which helped Towergate benchmark the job descriptions, salary banding and benefits packages against the local competition.

We created & implemented all media content and collateral, the application process, telephone interview questions, assessment day invitation and the assessment day itself which included ice breakers, group activities, role plays, testing & interviews. The delivery team screened successful candidates and prepared interview packs for each candidate. Assessment days were held 3 days a week with 2 sessions per day and assessed circa 72 people a week. During these assessment days we provided support to the hiring team with running activities, assessing candidates and facilitating the day. Our team managed candidates through on-boarding to ensure candidates weren’t counter offered & were excited to join this new dynamic team. At peak we were inducting circa 40 candidates in 2 week cycles.

THE RESULTS

We successfully designed, implemented and delivered the recruitment project to budget and within timescale with flexible and agile solutions to meet challenging business demands.

- Over a period of 9 months we generated 4,945 applications, assessed 900 candidates, and offered over 450 candidates achieving an offer acceptance rate of 90%
- Secured 420 placements for Towergate from customer service agents to executive teams

“IT IS VITAL FOR US TO KNOW THAT WE ARE RECRUITING THE VERY BEST PEOPLE INTO TOWERGATE TO HELP US BUILD THE BUSINESS. THE TEAM AT RM HAS CONTRIBUTED TO US LAUNCHING ON TIME AND WE ARE DELIGHTED WITH THE QUALITY AND QUANTITY OF PEOPLE THAT ARE JOINING US.”

NEIL GALJAARD, TOWERGATE MANCHESTER OFFICE CEO