

HOW TO TRANSFORM RECRUITMENT STRATEGY IN AN OVERSATURATED MARKET

In 2009, shortly after a management buyout of Hastings Insurance Services Ltd from Insurance Australia Group (IAG), Resource Management (RM) were appointed as RPO provider to the newly created Hastings Direct, an Insurance Broker specialising in Car, Van, Motorbike and Home Insurance. The company was undergoing major organisational change as part of an aggressive growth strategy, and was centralised to a site in Bexhill-on-Sea, East Sussex. Prior to appointing RM, Hastings Direct did not have a recognisable recruitment brand particularly amongst professional disciplines such as IT, Finance and HR and struggled to attract quality candidates from the national market. Talent challenges were exacerbated by high employee turnover which impacted the ability to attract talent locally to Bexhill-on-Sea, a remote, South Coast location with a poor commuter belt

THE SOLUTION

Resource Management comprehensively audited the existing recruitment function, highlighting inefficiencies and identifying areas where costs could be cut. We spent time liaising with the client to establish their exact requirements and to agree a new recruitment process which focused on developing and building upon the Hastings Direct 'recruitment brand' on both a local and national basis. Our service included:

- Management of the recruitment process from initial brief to start date, including offer management
- All candidate attraction, including brand development and bespoke advertising
- The development of a specific Hastings Direct recruitment career site
- The management of large scale recruitment campaigns for contact centre recruitment
- The design and management of all candidate selection
- Responsibility for all recruitment administration, including all interview logistics, running assessment centres, offer letters and sending contracts
- The management of all non-permanent resource including ensuring mitigating regulative and legislative risk
- Compliance, to include 'right to work', referencing, CRB and Financial Probity checks

THE RESULTS

- 500+ permanent hires per annum
- An average recruitment cycle time of 4 weeks
- A success rate of 99% of roles fulfilled via direct attraction (i.e. without agencies)
- Total cost savings of c£400,000 per annum
- A thriving graduate recruitment scheme as a result of taking a fresh approach to an over saturated market to reach new, talented candidates
- An award winning brand with market presence and stature