

RECRUIT 30 PROTECTION SALES SPECIALISTS IN 3 MONTHS

Royal London decided to close the Reading office and move the Sales team to the Edinburgh office. Very few of the at risk team wanted to transfer to Edinburgh, which meant a team of circa 30 protection specialists would need to be hired and complete induction within 4 months to ensure the existing customers didn't see a drop in service. Royal London therefore needed a partner who would become embedded in the project team and understand the culture they were trying to create, whilst recruiting experienced candidates from competitors.

THE SOLUTION

Using Royal London's protection market proposition and the spirit of Royal London values, RM designed a campaign specific EVP which was used to create every aspect of the candidate journey. RM provided market insight data which helped identify where the trained experienced candidates would be, and how to strategically target them. RM also used this information to re-design the role profiles and benchmarking activities with HR and the Sales Director.

RM Created & Implemented:

- A 3 stage media campaign
- Application process
- Telephone Interview
- Assessment day invitation
- An assessment day that would bring in elements of psychometric testing, group dynamic, cultural values (spirit of Royal London), and sales techniques
- Work with the business and HR to drive a post offer candidate journey to mitigate declines

THE RESULTS

Successfully designed, implemented and delivered the recruitment project under budget and a month ahead of schedule. Over a period of 3 months RM generated 380 applications, assessed 48 candidates, and achieved an offer acceptance rate of 98%

"AFTER INITIAL MEETING WITH THE RM TEAM, ROLES AND RESPONSIBILITIES FOR THE PROJECT WERE AGREED AS WELL AS SERVICE LEVEL AGREEMENTS. A MAJOR SOURCE OF SUCCESS FOR THIS PROJECT WAS THE OPEN LINES OF COMMUNICATION AS WELL AS THE TIMELY RESPONSE FROM ALL PARTIES. THIS WAS A CLEAR DRIVER TO THE SUCCESSFUL DELIVERY OF RECRUITMENT. SPECIAL MENTION WOULD HAVE TO GO TO THE RM PROJECT MANAGER FOR THE WAY SHE CONTROLLED THE OPERATIONAL WORK STREAMS."

SANDY GILFILLAN, HEAD OF REMOTE SALES DISTRIBUTION