

How to build valuable competitor intelligence

Building on our existing relationship with a leading retail bank, FirstPerson was asked to assist in the recruitment of their Insurance Distribution Sales Team across the UK. A wider goal of this project was also to identify potential talent more generally across the country, thus establishing a 'talent pipeline' into the business.

We were asked to map out the market to identify relevant individuals who could address specific immediate needs of the client. This was within certain geographies and involved engaging with individuals in the marketplace to ascertain their personal goals and the structures they work within.

With the geography being so wide, the most immediate challenge of this project was to cover the UK effectively and adequately. Additionally we had to ensure that we gained the depth of knowledge and understanding of both candidates and businesses required by the client, and identified the best candidates available to meet the immediate need.

The Process

Our first actions on securing this assignment were to hold in depth briefings with the Client, in order to fully understand their definition of the roles and the specifics of the individuals required. FirstPerson drew up an action plan with a clear timescale on how we would approach this assignment. We clearly signposted key dates which would allow us to keep the client informed of progress and promote a consultative and dialogic process. We identified the key appeals of these opportunities.

We then engaged our in-house Research Team, appointing a dedicated Researcher to comprehensively map out particular Financial Services businesses throughout the UK and engage with relevant individuals, beginning with those priority organisations and then moving to identify individuals more widely. A number of CVs were attained from potentially interested 'warm' candidates to fill the client's immediate need, and a wider talent pool was built.

The information gained from this research allowed us to take a more consultative position, update our client and inform them how our findings tallied with their expectations. Additionally we were able to supply them with wider feedback from the marketplace. From this position, we offered an expert opinion that was based on up-to-date information from the market, influence and contribute to their thinking.

The Results

The detailed research undertaken allowed FirstPerson to create a comprehensive summary of the marketplace. This featured detailed structure charts for the relevant areas of the priority businesses, as well as a wealth of information about individuals within them. A large number of other relevant names and details were also identified and included outside of these priority organisations. On presentation to the client, we were able to offer a number of constructive suggestions based on a thorough understanding of the sector and the up-to-date results of the research undertaken.