

RSG

Case Studies



**HOW DO WE ENSURE
A CONSISTENT
RECRUITMENT PROCESS
and
REDUCE COST?**



*“Smart solutions to your recruitment
and resourcing challenges”*





OUTSOURCE THE PROCESS TO THE EXPERTS

The Challenge

RSG's recruitment process outsourcing (RPO) company Resource Management (RM) has operated a fully managed recruitment service for Sovereign Housing Association since 2009.

Sovereign is a top 20 Housing Association. The Group has a turnover of £150million, employs in excess of 1,100 staff and owns and manages over 35,000 homes.

Sovereign had always managed recruitment in-house. Roles required were very varied – from housing staff, property services, social care to head office functions. As the Association grew and acquired new companies, they needed greater consistency of process and wanted to reduce the cost of resourcing. They sought an end-to-end managed recruitment service across all roles.

"We wanted to pick the whole lot up and give it to someone as an end to end service. Our team can then focus on what they do best and let the recruitment experts handle the resourcing process."

Corinna Grace, Head of Talent, Sovereign Housing Association, 2012

Resource Management's Solution

RM delivers a Sovereign-branded recruitment solution led by an on-site Client Services Manager. All recruitment goes through RM's team – permanent, secondments and fixed term contracts for multiple sites in SW and SE England. The service has a wide remit in terms of roles, from housing to all head office functions - RM deals with all requirements.

In addition to developing a brand strategy, we implemented a robust and consistent selection process on a group-wide basis - improving candidate quality and the candidate recruitment experience whilst significantly reducing the amount of time hiring managers spent recruiting. 98% of the nearly 500 roles we have filled since 2009 have been via direct channels.

Sovereign is acquisitive and we have worked with the group during a period of major cultural change and integration – resulting in four operating companies being brought together. We have been responsible for helping to drive Corporate Social Responsibility and Diversity within Sovereign's recruitment.

The Results

- » c.200 permanent hires per year
- » Provided considerable cost saving
- » Developed Employer Value Proposition leading to improved candidate experience
- » Improved experience for hiring managers – less disruption and more time to focus on strategic issues
- » Full compliance resulting in reduced risk for Sovereign
- » Reduction in time to hire



"Resource Management add real value. The difference they bring to the recruitment process is palpable. This is their area of expertise – they demonstrate it on a daily basis through their dealings with hiring managers, candidates and me. I haven't worked alongside an RPO before. Based on my experience with RM I'd do it again."

Corinna Grace, Head of Talent,
Sovereign Housing Association 2012