



Our
Success Stories

UK Consumer Organisation

2019

Overview.

We partnered with one of the largest consumer organisations in the UK, who have a wide array of specialist businesses across different sectors and employ over 70,000 employees across the country.

Our relationship began in 2011, when our client had traditionally used a Preferred Supplier List (PSL) and adhoc suppliers for all temporary recruitment which to a lack of control and visibility over their temporary supply chain.

We were subsequently awarded the Managed Service contract for the provision of all temporary staffing, and a year later, we successfully tendered to become Managed Service Provider for IT contract recruitment. Following the success of our partnership, both agreements were extended for a further three years in 2017.

We currently manage circa 120 temporary workers and nearly 350 IT contractors across the country.

Why use a Managed Service Partner?

1. Establish control over recruitment spend and activity
2. Increase visibility across agency worker recruitment
3. Reduce costs associated with recruitment



Pioneering recruitment technology



Outstanding on-site account management team



First-class communication



Control and reduce spend



Employer brand support

Our results.

Length of
current agreement

10
YEARS



Hiring Manager Net
Promoter Score

71
"WORLD-CLASS"

Fulfilment rate

100%

Cost avoidance

£110k
in 2018



Contingent workers
currently on-site

400+

Average number of
placements

600
per annum



Number
of contract
extensions

2

Contingent Worker
Net Promoter Score

78
"WORLD-CLASS"



Seamless Contract Implementation.

Before we implemented the Managed Service contract, our client lacked control and visibility over their temporary recruitment and were unable to state how many contingent workers were being utilised at any given time, or how much it was costing.

The problem intensified with the introduction of Agency Workers Regulations (AWR) in October 2011, as organisations were now legally required to provide agencies with details of basic pay for their permanent employees in a comparable role. Our client quickly recognised the need for greater control and visibility over their temporary workforce and chose Rullion as their Managed Service partner.

The first stage of the implementation process involved gathering all project team representatives from various stakeholders to fully understand the needs of the business. We then provided a Statement of Work and Terms of Reference for the project team to ensure that all stakeholders were clear as to the outcomes expected and time commitment involved.

We surveyed over 80 of their recruitment suppliers to identify current temporary workers on-site, previous trading history, capability of supply and key contact details. Having established 30 suppliers who had supplied at volume, Rullion met with each supplier and handled all contractual negotiations. We managed the migration of incumbent agency workers from their existing suppliers to Rullion, delivering a direct saving of £1.6 million from agency fees. We also established consolidated monthly invoicing for all agency workers, realising a saving of £100k through time-saving.

We engaged with HR, Finance and Procurement throughout the implementation process, ensuring requirements for diversity monitoring, employer brand and the candidate screening process could be accommodated from the start. We also deployed a specialist team of Project Consultants and Business Analysts to work with our client during the implementation, ensuring myRecruiter was configured effectively and in-line with internal processes.

Continuously improving.

At Rullion, we never stand still. We're constantly looking for better, more effective ways of working.

As with all our Managed Service customers, we operate a formal, structured review and continuous improvement process. This is driven by detailed market intelligence collated through myRecruiter, our bespoke technology platform and through regular stakeholder satisfaction surveys, including senior client stakeholders, hiring managers, contingent workers and the agency supply chain.

Our quarterly review process is structured around key performance metrics that we work on collaboratively with stakeholders:

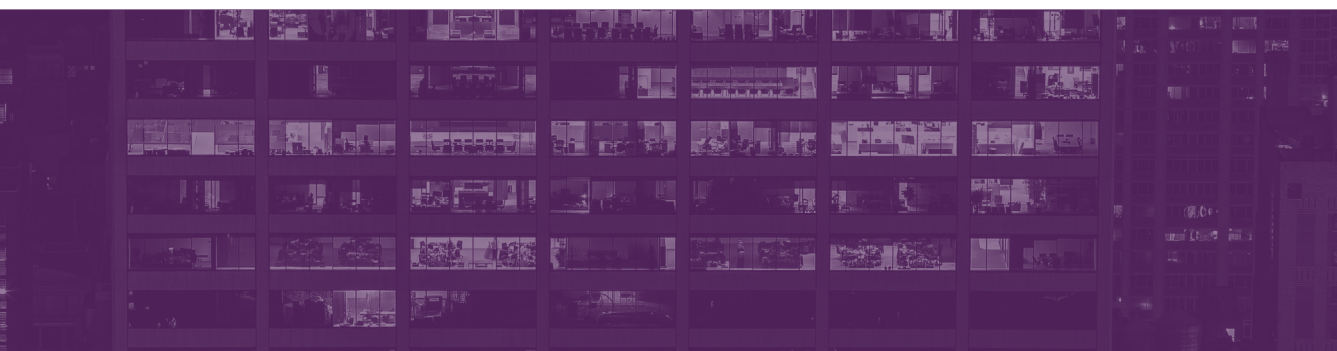
1. Relationship, culture and collaboration
2. Innovation and creativity
3. Project delivery performance
4. Service delivery performance
5. Contractual and commercial alignment

Each of these areas are collaboratively benchmarked and scored, resulting in a corresponding rating as well as an overall performance rating.

One of the key innovations driven by this service has been the "Evolve" project, which focuses on effective management of contingent worker resource, driven through collaboration between Rullion and the hiring manager community. Rullion initially surveyed the hiring manager community on the following questions:

- Do Rullion help with contingent worker inductions?
- Do Rullion regularly check in throughout the course of the contract?
- Do Rullion ask detailed questions at extension?
- Do Rullion assist with exit management?

Based on initial feedback, the improvements were implemented, and the survey was carried out again after six months to ensure feedback is used in a constructive way.



High volume Contact Centre recruitment.

Our client has a wide array of specialist businesses across different sectors and has recently looked to diversify its holding in the Insurance market.

As such, their Insurance branch was purchased by an innovative Insurance organisation in January 2019. This left the business in a unique position in the market, both in preparation for the sale and planning for post-acquisition. Typically, we supply 65 temporary workers at any one given time to our client's Insurance Contact Centre, however because of the acquisition, the demand profile grew from 6 hires per week to 15.

All recruitment was required initially on a temporary-to-permanent basis to ensure culture fit and behaviour alignment. However, this limited the number of candidates available as we could only approach candidates who were happy to start an assignment on a temporary-to-permanent basis. Other challenges we faced included marketplace volatility and high attrition.

Working closely with the Head of Contact Centre and other senior stakeholders, we adopted both a short and medium-term approach to deliver flexible talent while further communications came from our client. In the short-term, we moved from an intermittent hire pattern to a fully mobilised recruitment model. In parallel, we also designed a new recruitment strategy that had a dual focus on sustainability and cultural alignment.

In 2019 YTD, we've filled 145 temporary vacancies, with a 100% fulfilment rate across our client's Contact Centre.

As demand profile escalated from 6 hires per week to 15+, we increased our on-site presence. We aligned a dedicated Account Manager to manage the end-to-end process, ensure continuous improvement, deliver exceptional on-site support to our temporary workers in the Contact Centre and to manage the temporary-to-permanent conversion. Our Delivery team in central Manchester worked collaboratively to fulfil the demand pipeline and support the Account Manager to host and run Assessment Centres.

We also attended Manchester Jobs Fair as part of our talent attraction strategy. This was a great opportunity to increase awareness of the Contact Centre, meet potential candidates and answer any questions they had. We also held accelerated interviews which meant we could identify if candidates were a good cultural fit, whilst significantly reducing time-to-hire. Of all the candidates we interviewed on the day, 50% were successful and joined our client on a temporary-to-permanent basis.

Despite the many challenges we faced, we successfully filled all the roles on time. In 2019 YTD, we've filled 145 temporary vacancies, utilising our trusted second-tier suppliers during peak times to guarantee 100% fulfilment. All candidates were successfully screened prior to the start date, which mitigated risk and ensured compliance over the process. It also provided an opportunity to build on our expansive knowledge of our client and their EVP.

Above and beyond.

As one of the largest consumer organisation in the UK, our client is passionate about ‘championing a better way of doing business’ and organises various Corporate Social Responsibility (CSR) initiatives across the country to support local communities and charities.

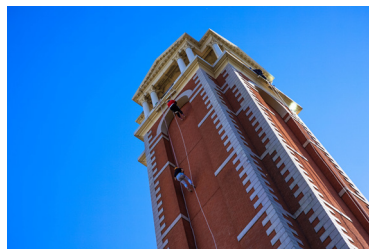
Throughout our partnership, we have regularly supported their CSR programmes, contributing our own efforts and raising funds for their chosen charities. We’ve been involved in various incentives, including an 11 mile walk from Manchester to Rochdale, abseiling down the 60-metre Trafford Centre Bell Tower, cycling for 24 hours around Brands Hatch, providing sports events tickets for HQ raffles, sponsoring golf and comedy events and departmental BBQs. Over the past two years alone, we have raised £100,000 for their chosen charities, which have included Manchester MIND, CALM and Stick ‘n’ Step.

Giving back to the community is vital, so when we heard about their internal community project, we wanted to do what we could to help. The project is focused around their part-time employees who promote membership to the organisation within their community, which in turn, leads to investment in local charity projects. To help with this project, we have developed customised timesheets and expenses into our VMS technology, myRecruiter, to give those involved in the project their own space within the system.

We have also been involved in another incentive, ‘Lend a Hand’. Our client launched the programme in 2016, where employees based at the Head Office site work a shift in their local retail store. Every member of our team has been involved in the programme and everyone has worked a shift. As well as being great fun, it has helped our team understand what it means to be part of the organisation.

“ Rullion has become a valued partner and has recognised it’s “how” you do business and not just “what” you do.”

Head of Talent
UK Consumer Organisation



Strong cultural understanding for senior hires.

In 2018, we were tasked with sourcing a Head of Portfolio and Change and a Data Programme Manager on a permanent basis.

As one of the largest consumer organisations in the UK, our client has a unique culture where employees' personal values reflect those of the business, therefore it was vital that we identify the right cultural fit in these senior hires. Our client also strives towards a 50:50 gender split in senior roles, so it was important our search strategy reflected this as a priority.

Having a team based permanently on-site at our client's Head Office, we ensure that we are fully integrated, allowing our consultants to live and breathe the company culture and values, as well as maintain daily contact with key stakeholders.

As part of our screening process, we not only ensured that candidates met the skill sets required for the roles, but we also assessed candidates against four key behaviours:

- Do what matters most
- Be yourself, always
- Show you care
- Succeed together

Additionally, to ensure a diverse framework, we devised and implemented a uniform competency-based framework, ensuring all candidates were pre-screened using the same set of questions. This helped to eliminate unconscious bias during the interview process, presenting all candidates with the same opportunity.

Our solution enabled us to appoint both hires on time and to budget, finding two outstanding senior individual that truly embody our client's culture. We also satisfied diversity concerns by presenting a gender diverse shortlist for both senior roles, leading to the appointment of a female Head of Portfolio and Change.

Our deep understanding of their culture, gained through embedding ourselves within the organisation is evidenced by our most recent Client Net Promoter Score (NPS) of 71%. We have also scored 100% against our client's internal Supplier Evaluation Dashboard in each of the last three quarters.

About Rullion.

We exist to unlock the potential in all of us by creating products, services and experiences that help make the world of work more fun and fulfilling.

We remove the hassle of recruitment, priding ourselves on helping our clients, candidates and employees succeed and grow. Equipped with 40 years' experience in the recruitment industry, we offer flexible, tailored solutions to meet individual needs through our Managed Solutions, Staffing Solutions and Talent Consultancy teams.

For more information about Rullion and our solutions, get in touch:

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