

Case study on Sanderson's permanent recruitment service

Sanderson helps a mobile phone company to reduce the time to hire and to recruit best of breed IT professionals

Client and Project Information

Customer Name:	Mobile Phone Company
Dates of Contract:	January 2005 onwards
Value of Contract:	circa £250,000 in permanent placements
Skill set:	Telecoms professionals – from support thought to strategic IT/Business roles
Number of placements:	40
Location:	UK wide

The Challenge

"Sanderson's profile in the local market place was crucial in order to meet our aggressive recruitment plans during 2005"

In January 2005 this mobile phone company engaged Sanderson to supply permanent IT staff. We supply all levels of skill and role from junior voice/data engineers through to strategic project and programme management encompassing all technical and business areas.

Before our involvement the client sourced all recruitment through a Master Vendor model. This model was effective in a client driven market place (more candidates than jobs). But as the IT market started to grow, deficiencies in candidate flow resulted in failing delivery through the Master Vendor.

The client brought in Sanderson to work alongside the incumbent supplier to increase competition of supply and provide a wider range of resource options. We were brought in because:

- They wanted to move away from a sole vendor option, increasing the variety of candidates available
- They wanted to enhance their brand and profile in the local candidate market place.

The client selected Sanderson due to our profile and status in the South and South West IT recruitment market place. They wanted to capitalise on our strength of relationship with the local candidate pool, securing our unique technical and commercial knowledge of candidates which we have built over the last 30 years. Additionally, Sanderson had been a historic supplier of resource prior to the Master Vendor solution. As such, we brought a wealth of knowledge of historic hires, culture and technological needs.

Our Solution

"Sanderson has successfully understood my requirements from the outset. They provide suitable applicants who have been fully briefed on the company and the role. Interviews have become easier to conduct, taking less time and resulting in a quality hire"

Sanderson's account manager has immersed himself in the client's business. He leads full recruitment briefings (Recruitment Planning Meetings) with hiring managers on each role to ascertain not only the technical requirement but also to understand the team and cultural dynamics of the role. This depth of understanding enables Sanderson to effectively sell the opportunity to potential candidates, ensuring all submitted applicants are fully briefed on the client and the role.

This approach has helped us to achieve a conversion rate from interview to placement of 2:1, whilst also minimising managerial disruption throughout the recruitment process.

Our client wanted to broaden their choice from the local market place, and also to develop a "partner" relationship with their chosen suppliers. Sanderson has dominated their recruitment because of our commitment to this relationship; we have become an extension of the client's recruitment process.

The client benefits from our ability to appraise each individual requirement and provide the most current market intelligence regarding salary, technological availability and demand. This differentiates Sanderson from other suppliers.

Additionally, The client has realigned its staffing base over the last 12 months resulting in redundancies. Sanderson provides outplacement activity and support, managing junior and senior personnel through the redundancy process.

The Results

"Sanderson have enabled us to significantly reduce the time taken to hire, whilst enabling the organisation to continue to hire best of breed without compromise." Recruitment Manager

The client has reduced their time to hire from over 13 weeks to 8 weeks on all technical roles, whilst also reducing the number of outstanding vacancies by 50%. Sanderson has saved an average of 5 days management time spent within the recruitment process, across our 40 hires in 2005 this has meant savings of over £50,000.

Sanderson is committed to supplying two fully qualified candidates within 48 hours of being briefed on any role. We are able to achieve this by investing time and resource to building 'talent pools' – bespoke databases of candidates suitable for the client. Their engagement with Sanderson as a first tier supplier has meant a considerable reduction in outstanding/unfilled roles. This has allowed projects to continue on plan.