



Our  
Success Stories

**UK Insurance  
Retailer**

2019

## Overview.

We partnered with one of the largest insurance retailers in the UK, who offer a wide portfolio of insurance products and employ around 2,000 people across the country.

Our partnership began in December 2017 and our brief was to design, implement and manage a comprehensive recruitment solution across permanent, temporary and contract hires.

Since then, our solution has provided a platform that ensures fulfilment, improved recruitment processes, operational efficiencies, a reduced time-to-hire, an enhanced employer brand and a reduction in attrition whilst providing comprehensive and insightful management information.

In our current contract, we've filled nearly 600 permanent roles and managed over 110 internal moves.

### Benefits of Recruitment Process Outsourcing

1. Establish control and visibility over the recruitment process
2. Improve candidate attraction and experience
3. Reduce costs associated with recruitment



**Pioneering recruitment technology**



**Dedicated on-site account management team**



**Continuous improvement strategy**



**Control and reduce spend**



**Bespoke talent attraction strategies**

## Our results.

Total permanent  
roles filled

**547**

in current contract



Cost savings

**£2.1m**

over 2 years

Attrition  
reduced by

**24%**

since 2018



Internal moves  
managed

**110**

Client Net  
Promoter Score

**50**

“excellent”

*“We had a target of Contact Centre Advisors to recruit within a set timeframe so we had to make sure our relationship with Rullion was strong and communication between us both was clear. This is where I see Rullion’s biggest strength - communication. I’m able to discuss our needs with everyone, from the Account Coordinator to the Client Director and be assured that any suggestions/ideas/feedback are actioned accordingly.”*

**Hiring Manager**

UK Insurance Retailer

Assessment  
centres held

**49**



## Candidate attraction.

**In 2019, our client went through an extensive customer service transformation programme. We were tasked with designing, creating and managing a recruitment marketing campaign to attract Customer Service and Customer Sales candidates into our client's Manchester Contact Centre.**

There were several challenges in filling these roles. The competition in Manchester for these roles is high, which required us to create an offering that would stand out from the competition and promote their Employer Brand to the right target audience. High attrition was also a big challenge with a number of Customer Service and Sales employees leaving in their first six months. Quality and quantity became the focus for our dedicated on-site team.

To overcome these challenges, we launched a multi-channel online and offline recruitment marketing campaign to promote the roles and their culture. The campaign elements included:

1. **A dedicated microsite acting** as the hub of all campaign content, including interviews and stories showcasing our client's employer brand
2. **Social media advertising** across Facebook, Twitter, Instagram and LinkedIn
3. **Indeed** sponsored advertising
4. **Offline advertising** was a way for us to disrupt the local market
5. **Google Ads** so anyone searching for 'call centre jobs' and 'Customer Service Advisor' in Manchester saw the microsite and were encouraged to click on the link and apply
6. **Premium job board advertising** was carried out on Total Jobs, CV Library, LinkedIn and Jobsite to help promote the roles in front of active candidates

The results of the six-month campaign were outstanding in terms of brand awareness, candidate experience and placements. We raised the profile of our client's employer brand, with 297,751 relevant candidates viewing the job adverts on Facebook and Indeed alone. Of these relevant candidates, 6,272 clicked on the link, a conversion rate of 2.11%, considerably above the industry average of 0.3%. The clicks generated 4,646 sessions on our dedicated microsite. From this, 181 applications were received, a conversion rate of 21.81%, double the industry average of 10%. In addition to campaign activity, we also generated 1,136 candidates directly through job boards and sponsored job board advertising.

In total, throughout the talent attraction campaign, we generated over 3,000 applications. Of these candidates, we placed 186 successful permanent candidates.





## Candidate experience.

**During the initial stages of our partnership, we recognised there was high candidate attrition during the hiring process.**

After conducting research, it quickly became clear that the high dropout rate was due to the wait time between offer and start date. Following the assessment stage of the process, successful candidates often had to wait over two weeks before they could begin their new role, which led to alternative offers being accepted.

To counteract this, we introduced Welcome Evenings prior to successful candidates joining the business. This provided an opportunity to meet and network with their new co-workers in a relaxed environment. To date, we have run 26 Welcome Evenings for new starters. As a result of this we improved the candidate experience, and attrition levels significantly reduced during the Contact Centre hiring process.

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*“We had to quickly change the way we interviewed candidates as our operating model was changing to sales/services. This was done within days and we were able to implement a new interview format for the next set of candidates that week - this was down to the hard work and commitment that Rullion demonstrated during this time.”*

**Hiring Manager**

UK Insurance Retailer

## Technology-enabled process efficiencies.

**Technology has enabled us to provide better, more efficient solutions to some of the challenges faced by our client.**

When we began our partnership, we integrated our bespoke recruitment solution, myRecruiter. The system was designed and configured to meet our client's specific needs, managing all aspects of recruitment, contractor management and e-timesheets, which for the first time, provided total control and visibility over all recruitment activity and expenditure. myRecruiter is also fully integrated across both internal and external vacancy platforms, which again, provides complete control and visibility over the entire recruitment process.

Before we implemented myRecruiter, the ATR (Authority to Recruit) process was manual, with no automatic validation. This often led to delays in the hiring process as well as a lack of control and visibility. Our Development team consulted with internal stakeholders and we were able to automate the process via myRecruiter. Not only has this increased process efficiencies, but it has also led to greater control and visibility over the ATR process and costs.

### 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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