

Question...

How do we  
significantly  
increase  
headcount  
and manage  
cultural  
change?

Case Study

yolk

## Answer...

Through a joined up candidate attraction campaign and bespoke aftercare package.

**Active**  
Quote

Yolk Recruitment were awarded 'Best Recruiter' at the Contact Centre Awards as a result of the exceptional recruitment service they have provided to Activequote, which helped the company achieve their growth target for 2015.

Award winning and fast growth business Activequote moved into a brand new office in Cardiff Bay in January 2015 allowing them opportunity to grow their operation in line with the ambition of their MD, Richard Theo. During the course of 2015 their goal was to grow their operation from 75 to 120 staff across multiple job categories, representing a huge 60% increase in headcount.

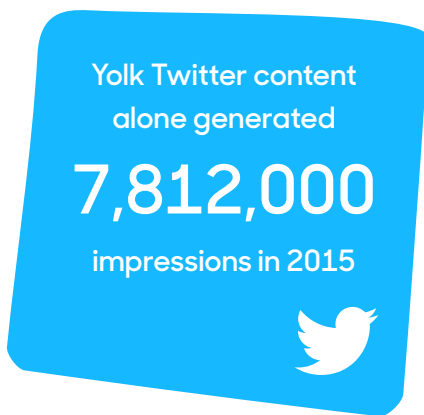
Activequote trialed a number of agencies during the first quarter of 2015 to work with them during this period of significant growth. Yolk Recruitment were selected as the sole agency to supply Activequote in March 2015.

# How we tackled it

## The Solution

The project was to support Activequote during this period of 60% growth and cultural change while strengthening their reputation across the candidate marketplace and increasing quality of employee within the business.

## Finding Candidates



### ✔ Social Media

Yolk Recruitment have a large and very active candidate community across various social media channels.

These are a mix of clients, candidates, local community and business leaders who are actively engaged with our content which includes career advice, motivation and support.

This engagement helped source passive candidates for Activequote.

### ✔ Referrals

We offer competitive referral schemes and 46% of candidates placed at Activequote were referred to us from other candidates.

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### ✔ Networking

We engage with the business community in South Wales in order to be on the radar of potential passive candidates as well as attracting high caliber referrals.

Yolk Recruitment are Associate Members of Contact Centre Forum as well as a number of other Activequote relevant groups including:



## Screening Candidates

### ✔ Psychometric Testing

Candidates who successfully pass their skills test and telephone interview are then put through a Psychometric Test through Thomas International. Activequote receive a full breakdown of results including interviewers notes.

### ✔ Face to Face

100% of candidates are screened face to face. We endeavor to do this in person but also utilize Skype for otherwise unavailable candidates. During this meeting we test their soft skills, cultural fit and personality fit to the Activequote workplace.

### ✔ Skills Testing

Yolk Recruitment have access to a suite of 1500 skills tests ranging from numeracy and literacy through to highly technical assessments. We have created a bespoke suite of three tests for Activequote, including numeracy, written and comprehension.

## Employee Retention

### ✔ Post Placement Care

Yolk Recruitment hold a meeting on site at Activequote four weeks after a candidates start date to support new employee on-boarding. We ensure both client and candidate are happy, their expectations are met and check for areas of concern, in most cases ironing out any teething issues on the day and ensuring return on employee investment.

### ✔ Bespoke candidate experience survey

During the Post Placement Care Meeting candidates complete a survey which collates information about their experience with Yolk as well as their experience so far with Activequote.

This provides insight which is available in real time to highlight the highs and lows at the early stages of candidate's career with Activequote to help drive relevant change.



Access to a suite of

# 1500

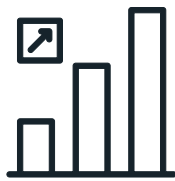
skills tests for all abilities

# How we've helped Activequote

Yolk recruitment have used various techniques to attract, screen and manage candidates through the process with Activequote.

We supported Activequote to increase the quality of hire, decrease time to hire and ultimately to achieve their growth target for 2015. We've changed our approach to recruiting for Activequote to fit their needs highlighting how agile our business model is in line with client needs. This was one of many case studies where we have demonstrated our ongoing commitment to providing a positive recruitment service.

## Results



In 2015 Yolk helped ActiveQuote grow by

60%



48

people placed



84%

retention of placements

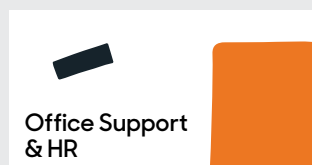
From Support to Director Level roles across:



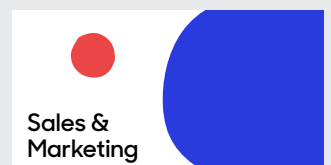
Finance & Accountancy



Technology & Digital



Office Support & HR



Sales & Marketing



If you'd like to hear more about how Yolk Recruitment can help reshape your recruitment needs, get in touch.

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