

Question...

How do we
improve
candidate
experience
and reduce
time to hire?

Case Study

yolk

Answer...

By working exclusively with you to take the time to truly understand your business and streamlining protracted processes.

direct line



Following a successful recruitment campaign in 2015, Direct Line approached York Recruitment again in 2016 to support with a larger, ongoing recruitment drive, delivering impressive results.

The Challenge

Before approaching York, Direct Line were using their own attraction methods and the services of a number of Bristol agencies. Recruitment was coordinated centrally from their Leeds head office and was proving to be problematic for their Bristol location.

They were experiencing a number of issues throughout the process including:

- ✓ High volume of 'no shows' for interviews resulting in team leaders wasting vast amounts of time sifting CVs and waiting unnecessarily.
- ✓ Candidates who did arrive for interview having very limited knowledge about the requirements or day to day responsibilities of the role and hardly any understanding about Direct Line as an organisation.
- ✓ Time to hire was protracted and Direct Line were losing candidates at every stage of the process.
- ✓ Poor candidate experience due to the impersonal and lengthy process and inconsistencies in providing interview feedback.
- ✓ Unacceptable fill rates for induction days resulting in missed targets and ineffective use of trainers, team leaders and managers time.
- ✓ Portal system resulted in poor lines of communication between hiring managers, head office, agencies and candidates.

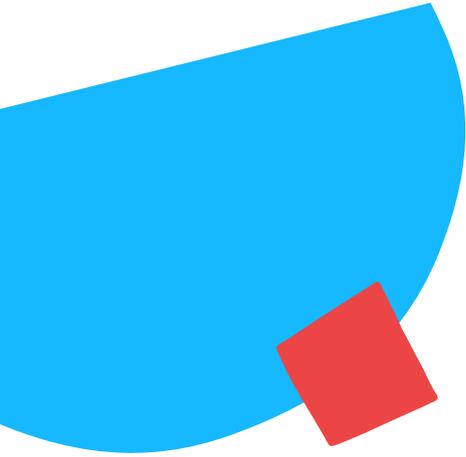
How we tackled it

The Solution

Yolk Recruitment spent time at the Direct Line offices, meeting new recruits, Team Leaders and Managers to discuss the issues faced and consulted Direct Line on how best to improve their process.

Based on our findings we recommended the follow actions:

- ✓ First stage Telephone interviews to be conducted by Yolk Recruitment saving time for both Direct Line Team Leaders and Recruitment Team.
- ✓ Portal used for administration and compliance purposes only. Interviews, feedback and offers all communicated directly between Direct Line Team leader and Yolk Recruitment Account Manager.
- ✓ Direct Line to utilise the services of Yolk Recruitment exclusively, to ensure consistency of candidate experience and improved quality due to Yolk Recruitment being able to spend quality time screening and briefing candidates.
- ✓ Yolk Recruitment to hold Post Placement Care meetings monthly ensuring both client and candidate satisfaction.
- ✓ Quarterly Reviews to take take place.



Results

93%

Interview fulfilment rates increased



Substantial time savings for Direct Line allowing them to get on with their day jobs

79%

Time to hire reduced by



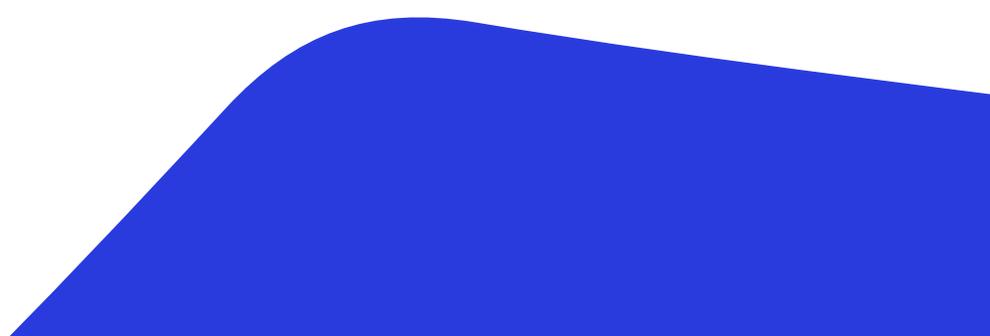
Improved candidate satisfaction levels

100%

Induction fill rates improved by



Significant improvement in quality of candidates



Don't just take our word for it. Here's what Direct Line said...

In Direct Line For Business recruitment had been challenging for us in the last few months with our central HR team advising that Bristol was a recruitment hotspot and it was difficult to secure candidates. This resulted in fill rates for our Inductions running at approximately 50%.

We engaged with the team at Yolk who assured us that they would be able to improve on the Bristol recruitment experience and could source good quality candidates quickly, and improve our fill rates.

I am pleased to say that they delivered on their promise.

We have been able to work closely with Yolk Recruitment to manage the end to end recruitment process quickly. Their team have also worked closely with our HR department to ensure that the process was supported, and the candidates had a great on-boarding experience.

As a result our induction fill rates have improved to 90/100% on all recruitment we have done where Yolk have been involved. In addition they have demonstrated their ability to react to our market and recruitment requirements quickly, providing support at short notice to secure resource when needed.

The team have taken time to get to know our business, talk to our existing staff and Team Leaders to understand the role and what we are looking for in an ideal candidate and reflect this when recruiting. The candidates arrive at interview with a clear idea of our expectations, knowledge of the business and also Yolk coach them through the interview process providing support where needed. This can only have a positive impact.

A great experience for all involved and look forward to working with them for our ongoing recruitment needs in 2017.

**Sharon Edge, Contact Centre Manager,
Direct Line for Business**

We have had fantastic service from Yolk. We really struggled recruiting previously because we were relying on our own candidate services department along with a few agencies which resulted in very few face to face interviews. As soon as

Yolk came on board this changed dramatically to a point whereby we were forced to increase the number of interview slots available. We have had almost 100% fill rate since we started using Yolk.

The calibre of candidates has been so much higher since we started working with Yolk. I think this was due to the amount of time the Yolk team spend getting to know our department and our job roles before sourcing. The communication has been fantastic throughout the whole process. We receive daily calls checking on the candidate progress and Yolk regularly request feedback to ensure they are meeting our expectations in terms of quality and volume. As well as this Yolk also followed up after the candidates had started with a meeting to make sure everything was working well for us both.

I would recommend Yolk's services to anyone and will definitely continue to use them for our future recruitment needs.

**Sam Balsdon, Team Leader,
Direct Line for Business**



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

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