

Question...

How can we significantly increase headcount and help you become an employer of choice?

Case Study

yolk

Answer...

By improving the brand awareness of the business and implementing a robust selection process.



Renold is an international group delivering high precision engineered and power transmission products to customers worldwide.

Renold employs more than 2,500 people in more than 23 countries around the world.

Yolk were approached by Renold at the end of 2015 due to a planned increase in headcount during 2016. Yolk have become Renold's sole supplier during this time.

## The Challenge

Yolk spent time on site with Renold Directors and with the Engineering Team to understand the facilities, machinery, process, team and culture as well as the challenges faced by the business when recruiting. These included:

- ✓ Shortage of manufacturing staff in local area
- ✓ Uncompetitive salaries offered
- ✓ Renold not considered a local employer of choice
- ✓ Unnecessary time spent: reviewing CVs that did not attend interview, interviews that did not result in offers, and offers that were not accepted.

## The Solution

Yolk understood the need to be creative in their attraction methods to put Renold well and truly on the map in the South Wales candidate market place and also identified the need for a robust selection process to ensure the quality of all recommendations.

### Roles filled included:

Manufacturing Engineers

CNC Operators

CNC Setters

CNC Programmers

Quality Engineers

Skilled Operators

Production Engineer

Operations Improvement Manager

Product Support Engineers

BDMs

Internal Sales

Commercial Manager

- ✓ Dual branded adverts on relevant job boards ensured increased brand awareness
- ✓ Yolk worked with Renold to understand the wider employment market and created a Renold 'story' which was promoted to every candidate as a viable career opportunity
- ✓ Yolk worked with a video production company and project managed a Renold candidate attraction video. The video showed Renold's state of the art equipment as well as featuring various members of staff discussing development opportunities, company culture, rate of growth, opportunity for progression and company values
- ✓ Targeted social media campaigns ensured Renold video and the Renold story was shared effectively to a targeted audience
- ✓ A bespoke assessment process was developed tailored to Renold's specific needs, requirements and interests
- ✓ Staying up to date with rapid changes in the business has allowed Yolk to anticipate and immediately respond to recruitment needs while an in-depth understanding of new machinery and products has allowed the selection process to remain quality driven
- ✓ Unique candidate recommendations: in Q2 2017, 7 candidates for whom Renold was well matched were referred to us by candidates represented in the past, not available through any other means
- ✓ Our Post Placement Care service has resulted in 100% retention of candidates introduced through Yolk

## The Results

**120%**

**increase in  
applications**

**98%**

**fill rate**

**67%**

**increase in  
application  
conversion**

Renold positioned as a local Employer of Choice.

Yolk have supplied ad hoc temporary support, ongoing contract support and permanent staff to Renold during this time.

## Don't just take our word for it. Here's what Renold said...

Yolk have been instrumental in the successful delivery of Renold's growth ambitions in 2016/2017.

Our Account Manager has ensured the whole team at Yolk are well versed in what our requirements are as well as what our candidate offering is. This is reflected in the quality of candidates presented to us by Yolk being far higher than we previously received from other agencies.

Before working with Yolk I was having to interview 12-15 candidates to get to offer stages. Now I don't even need to see the CV to arrange an interview and I can't remember when I didn't make an offer to someone I've interviewed.

We understand that our requirements aren't always straight forward but the team at Yolk have always filled us with the confidence that they can deliver - and they do! Their level of communication is great which has meant there have been no unwanted surprises.

### **Tim Phillips, Operations Manager**

A friend who had worked with Yolk gave me their number and said they understand what I do and could help, I called and was invited to meet with them in person.

I'd never interviewed for a job before as I had only worked in one place since my apprenticeship and they really helped me feel better about it all. The interview I had with Renold went well and having been here three months now, it's exactly as it was described and I couldn't be happier.

### **Experienced CNC Setter / Operator**

I've worked with Yolk for a few years now and can vouch for them as both a candidate and a client.

I was approached by Yolk in 2015 for a Sales Manager role at Renold. The team gave me confidence that the progression opportunities I was seeking were available to me and that a move to Renold would be a positive next step in my career.

I was never 'sold' to and this wasn't the only opportunity I was presented with so I never felt strong armed into the role. The team were always available to me and offered me interview support and advice before hand and throughout the process and I never had to chase them for feedback.

Since then I have been promoted to a Commercial Management position and have used Yolk exclusively for all recruitment, permanent and non-permanent. They have proved themselves to be a trusted recruitment partner and have always delivered for us.

I would highly recommend Yolk Recruitment for anyone looking to expand their business or anyone seeking their next career move.

### **Dan Parry, Commercial Manager**



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

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