

Technology  
& Digital

# How Yolk can deliver on High Volume Cross Vertical Technical Campaigns.

Case Study

# GoCompare

**Go Compare is a nationally recognised brand within the field of insurance and they have successfully attracted top talent from across the globe.**

They were established in Wales in 2006 and are now one of the UK's leading price comparison websites.

They are listed on the London Stock Exchange and have been highly acquisitive over recent years.

Yolk have worked with Go Compare for a number of years and were approached to support them with 2 simultaneous retained projects within tech and marketing.

## The Challenge

We're currently in a candidate short market for tech candidates, making talent attraction more difficult and counter offers rife as employers work harder than ever to retain valuable expertise.

All roles reported into 1 manager and due to high workloads and reduced staff levels, they were low on available time, making logistics of interviewing problematic.

Our client had really strict timeframes and there was a requirement for all new recruits to be in situ within 3 months of campaign commencement.

## Roles Recruited

- ✓ .Net Developers x2
- ✓ PHP Developers x5
- ✓ Senior Engineer
- ✓ Test Analyst

# How we tackled it

- ✔ Working with a partnership approach on a retained basis allowed Yolk to commit 2 senior consultants to the campaign immediately. They worked with the wider business to ensure maximum resource against each of the vacancies.
  - ✔ Being experts in their field, Yolk engaged the database and active candidates immediately, and the technical teams were able to quickly tap into passive networks for each of the 4 specialisms.
  - ✔ Yolk spent time to understand candidate motivations and expectations at the start of the process, pre-empting potential counter-offers up front to minimise surprises at the back end of the process. The team supported candidates through resignation and any counter offers that arose at this stage.
  - ✔ Yolk completed all first stage interviews on behalf of our client as well as specific technical screening and diversity tracking.
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# The Results



Interviews for each role within 1 week of campaign commencement due to specialist teams



All 9 roles fulfilled within 6 weeks of engagement



85% interview to offer ratio due to client being confident of candidate's technical capabilities and having already completed first stage interviews



100% offer acceptance due to effectively managed offer and counter-offer process



Saved the client 3 days by completing interviews on their behalf



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

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