

Question...

How York  
Technology  
& Digital can  
establish a  
new regional  
tech team for  
your growing  
business

Case Study

yolk



BookingLive is the leading platform used by government departments, NHS trusts, large multinational organisations and SMEs across 65+ countries providing scheduling, reservation and purchasing customer journeys.

They started life in Bristol with a team of 7, and the start-up has swiftly scaled up to a team of 26, with a decision made to move their head office to Cardiff.

Yolk became BookingLive's exclusive recruitment partner for Cardiff in September 2019.

## The Challenges

As BookingLive continued to scale up, its Online Scheduling and Booking Software team had the need for additional PHP Developers.

- ✔ **New region, new candidates** – As a rapidly growing Bristol based company, one of BookingLive's biggest challenges was identifying new talent in a different region. Having drawn heavily on their local talent pools in Bristol via previous recruitment drives, they wanted to approach new developers based in Cardiff who they hadn't targeted yet.
- ✔ **Establishing a Cardiff office** – Without an initial Cardiff base, a big challenge was not only identifying the talent in the area, but also not having locally based facilities to interview and meet candidates whilst the office was being opened.
- ✔ **Standing out from the crowd** – With the tech space being a candidate short market, another challenge after finding the best developers, is marketing yourself as an employer of choice. BookingLive were a well-known employer in the Bristol area but needed some additional help in Cardiff to showcase their excellent company culture.
- ✔ **Remote on-boarding** – With the recruitment completed, a new and unexpected challenge came when the Covid-19 lockdown measures were enforced. BookingLive stood by their new recruits and continued with the on-boarding process but had to do so working from home.



# How we tackled it

- ✔ **Branded marketing campaign** – Yolk approached the initial recruitment with a marketing campaign which included dual branding across all adverts due to the exclusive recruitment partnership we agreed on. Any candidates that came to us, or directly to BookingLive due to the dual branded adverts, Yolk would represent and coach through the interview process.
- ✔ **Yolk account managers** – Due to the exclusive recruitment partnership, BookingLive were assigned two dedicated Yolk account managers from our Technology & Digital team. They both focused solely on this recruitment project which meant they were able to deliver the best developers in the area and BookingLive were able to utilise Yolk’s expert knowledge of the local tech market in Cardiff. It also meant Yolk were able to spend time getting to understand BookingLive as a business and their company culture which was highly beneficial when attracting new candidates.
- ✔ **Cardiff based recruitment days** – Having identified a roster of Cardiff’s best tech talent, the next challenge was whittling the candidates down to the final hires. With a large office based in the centre of Cardiff, Yolk were able to offer their state-of-the-art meeting rooms and break-out spaces for two full recruitment days. BookingLive were then on-site locally for the entire interview process and were able to really get to know and test the potential candidates.
- ✔ **Remote on-boarding** – BookingLive are no stranger to offering modern and flexible ways of working which meant when lockdown came into full-force, they were able to quickly adapt their on-boarding process to work remotely. Louise Chawich, BookingLive’s Chief People Officer, expertly on-boarded the new starters and introduced them to the business with a virtual induction including virtual office tours, daily Zoom 1-2-1s, and a series of social virtual events.

[Click here to read our Remote On-Boarding Guide](#)

## Results

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Successful recruitment days



A new Cardiff based team of developers hired



On-going recruitment partnership between Yolk & BookingLive to add to the team



New remote on-boarding process established

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

"Yolk were a huge help when BookingLive began hiring for new developers based in Cardiff. Yolk's Technology & Digital team have an excellent grasp on their industry, they took the time to not only understand the role and tech stack, but BookingLive as a company to ensure the candidates they put forward met the requirements of the role in all aspects. Yolk go the extra mile when it comes to the entire recruitment process and provide a refreshing, consultative approach.

They gave us advice and guidance through-out the hiring process, reacting to our requirements quickly with unbiased and honest feedback.

Yolk offered us access to their office space which was really helpful when meeting local talent in Cardiff. Yolk have also been involved after the placement, ensuring the candidates settled in well which was especially important when on-boarding new starters during the start of lockdown.

The team at Yolk are personable, professional and helpful. It was a pleasure partnering with them on our recent recruitment drive, and we're looking forward to our next intake when we can work together again."

**Louise Chawich, Chief People Officer, BookingLive**



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

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