

## Case Study

Project Based Permanent  
Recruitment

## The Customer

The Number 118 118



**F**ollowing the de-regulation of the UK Directory Enquiries (DQ) services in 2002, a new brand of directory assistance services was launched in the UK. The service incorporates high standards of customer service and value for money, with new facilities such as call completion, international DQ, traffic, weather and cinema listings. Though The Number 118 118 were experienced in the USA, they lacked experience in the UK market place, and wanted a 'partner' to assist with the critical launch phase.

### The Business Issues

*The Number needed to ensure the highest calibre of permanent candidates for technical vacancies associated with the launch and smooth running of planned services. The company wanted to project the image of an exciting, fast-paced organisation with an unsurpassed reputation for customer service, technical excellence and product innovation. **The mix of people recruited was, therefore, critical.***

*was launching a new brand. Several service suppliers initially worked on the account. However, it became clear that, investing time with a smaller number of world-class solutions providers was likely to net a better calibre of candidate. As a result, The Company, who had worked previously with Glotel's US Operation, tendered for a Preferred Supplier List (PSL) for the provision of a Permanent Staffing Solution.*

*Despite a wealth of experience in the USA, the UK was a new market, and the Company*



## Glotel Solution

In July 2002 Glotel was chosen as a Preferred Supplier to The Company in their UK venture. The set up of a new call centre in Cardiff required the swift recruitment of a Permanent Team to spearhead the launch of the new service. Glotel supplied a range of Permanent specialists at all levels within the business, including:

- Technical Services Director
- Human Resources Director
- Technical Services Manager
- Systems Administrators
- ACD Analysts
- Telco Analysts
- Data Analysts
- Data Team Leaders

Glotel placed 80% of all candidates from the initial requirements and delivered, in

accordance with the following performance criteria: -

- **3** candidates **1** vacancy
- **2** Interviews from **3** candidates
- **1** Placement from **2** Interviews

After the initial project, Glotel continued to provide Professional Account Management services, regular reporting and follow-up meetings to plan future campaigns and keep abreast of developments in the Cardiff based unit.

## Business Benefits

The Company, in choosing Glotel, benefited from the professional services of a dedicated recruitment team which : -

- **Increased delivery**  
- Maximising revenue opportunities.
- **Reduced cost**  
- Reduced time spent by Line

Managers in the recruitment process, interviewing, assessing CVs - reducing costs.

- **Maintained Brand Integrity**  
Supported, protected and promoted The Number as a new UK brand.

## Client Testimonial

'Glotel's initial contact with us in Philadelphia led to the appointment of key senior hires for our UK business. Glotel's speed of delivery, and the quality of candidates supplied, has played an important part in acquiring the talent

necessary for the successful launch of our new service and brand.'

HR Director



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