



Case Studies



HOW DO WE
REBUILD

A

**NEGATIVE
CLIENT REPUTATION**

IN A

**COMPETITIVE
CANDIDATE
MARKETPLACE?**

‘Recruitment Beyond Expectations’

yolkrecruitment.com

A By creating a thorough and integrated campaign based upon creative content and brand values.

Following ongoing bad press Co-Op legal Service approached Yolk to help rebuild their reputation amongst the candidate marketplace.

The Challenge

Co-op Legal Services was at the vanguard of a wave of new entrants to the legal sector after the Legal Services Act and was one of the first three alternative business structures to be licensed by the SRA. However, by the end of 2013 a large source of Personal Injury work was lost and the volume of new claims was too low. An announcement of a high volume of redundancies followed in the early part of 2014 along with a shake-up amongst the directors and the HR team.

Following ongoing bad press, Co-Op Legal Services' reputation within the candidate marketplace was at an all-time low. They had struggled to attract talent at all levels of the business since the redundancies were announced. The Co-operative Legal Services, now rebranded as Co-Op Legal were unhappy with their two longstanding agencies so approached Yolk to support with reputation management across the candidate marketplace and to improve brand awareness.

The Solution

Yolk spent time with the recruitment team, hiring managers and senior team to fully understand the problems faced by Co-Op Legal. Yolk started by analysing the market to understand the perception of Co-Op Legal in the candidate marketplace. A number of steps were then taken to begin rebuilding this:

- Dual branded advertisements were used to ensure Co-Op Legal were firmly on the radar of prospective candidates
- Yolk pre-empted negative press and poor reputation from the outset with candidates, ensuring their understanding was accurate and they were fully versed with progress going forward
- Yolk worked with Co-Op Legal Services to create a 'Co-Op story' which was promoted to every candidate
- Yolk created a candidate video featuring staff discussing progression opportunities, rate of growth, funded training, values, bonus opportunities, additional benefits, development opportunities and company culture and used this as an effective sales tool to attract talent

The Results

Following Yolk's input Co-op Legal's recruitment drive achieved the following results:



Legal



Support



Customer Services

High volume of specialist candidates placed with Co-Op Legal across legal, support and customer services during the course of 2015 and 2016.

64%
increase in
success rate

Despite record high levels of delivery in 2015, Yolk increased their successful rate of delivery into Co-Op Legal by 64% during the course of 2016.



With the aid of the 'Co-op story', Co-op video and candidate case studies, Yolk overcame candidate reservations based on reputation and reinstated Co-Op Legal as an employer of choice in the local candidate marketplace moving into 2017.

Don't just take our word for it, here's what Co-op Legal said...



“ Throughout my dealings with Yolk they have demonstrated that they are extremely professional, friendly and conduct themselves with a high degree of integrity. Recruitment agents often receive negative stereotyping but I can honestly say that my experience with Yolk has been first class. ”

Head of Probate Operations, Co-Op Legal

“ I cannot praise Yolk Recruitment highly enough with regards to my experience with them in finding me a job.

Since graduating I had contact with various agencies but had no success until I began working with Yolk. Initially, I felt other agencies were attempting to pressure me into applying for jobs which did not suit me and I had no real interest in. This changed when I began working with Yolk as they understood exactly what I wanted for my career.

Yolk found me the perfect role, completely suited to my skills and the direction I wanted to take my career in. I was incredibly impressed with how quickly everything was arranged and I had an interview within a few weeks of meeting with them.

They were fantastic leading up to my interview helping me to prepare, ensuring I was confident and ready to succeed. I received a good luck call on the morning of the interview and again after to ask how it went.

On the same day, I received two calls to tell me I had succeeded with the interview and it was apparent that the Yolk Recruitment team were as excited for me as I was.

It has truly been a pleasure working with Yolk Recruitment. I'm certain without them I wouldn't be in the position I am in now.

Thank you. ”

Probate Legal Assistant, Co-Op Legal

“ I experienced an extremely quick and efficient service with Yolk Recruitment. I was looking for a new job and was really unhappy at that time. When Yolk's consultant contacted me, she was confident, approachable and just provided a brilliant service. Within those first few days, I'd had an interview and been accepted for the job, a timeline which no other agency had come close to. Yolk was clear in what was expected and what the company looked for and delivered. They gave some top feedback in regards to my interview style which I'm confident helped me succeed.

Yolk still check in and treat me like a normal person and give me additional confidence to succeed. My consultant went beyond their job description and I couldn't thank them enough. Very efficient company – pleasing both their candidates and clients.

Could not recommend Yolk high enough, top service. ”

Probate Admin Support, Co-Op Legal

If you'd like to hear more about how Yolk Recruitment can deliver recruitment beyond your expectations get in touch:

Cardiff: 02920 220 078

info@yolkrecruitment.com



yolkrecruitment.com