

The background features a large, irregular blue shape on the left side. To its right, there is a teal triangle pointing downwards. Below the teal triangle, there is a red rectangle tilted at an angle. In the bottom left corner, there is a large orange circle. The text is white and positioned within the blue shape.

Working with  
recruitment  
teams to  
improve  
the hiring  
experience for  
both clients and  
candidates

Case Study

yolk



Alcumus are the leading suppliers of health and safety and risk management technology, helping organisations of all sizes anticipate, manage and avoid risks. They operate globally, including the USA, Canada and New Zealand.

The company was established in 1979 and have grown substantially in recent years due to investments of over £600m. Their head office is established in South Wales and they are committed to growing their teams with diverse top talent, and always ensure they provide a culture where everyone can be at their best.

## The Challenge

From the success of filling a role for Alcumus quickly in 2021, we were approached to assist on delivering high volume candidates and to support on further developing the hiring experience in partnership with the recruitment team. They reached out to us to collaborate on creating new teams and support the build of their existing divisions in critical commercial areas.

In working with the recruitment team, we collectively wanted to refine and streamline the hiring process to attract and keep the best talent in the area. We agreed we would put steps in place to streamline the time-to-hire, providing a best-in-class candidate experience and provide both high quantity and high-quality candidates for the open roles.

It was our task to fill several high priority roles before the new year and to support the further growth of their established commercial functions.



## How we tackled it

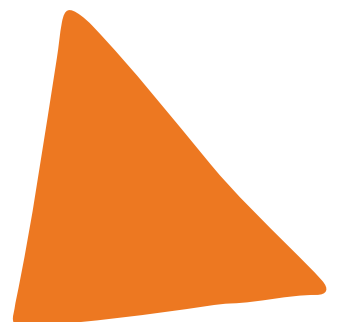
Having a joined-up approach and listening to our client's challenge was the key to finding the most successful recruitment solution. Along with the recruitment team, we met directly with the hiring manager and established a good working relationship. We spent time directly on site to see the culture firsthand and gain a better understanding of who would be a good fit for the roles we filled. With our commercial outlook on recruitment, we can establish better recruitment pipelines and achieve better outcomes for all parties.

- ✔ **Full understanding of the brief** - By listening intently to our client's needs and wants, we can get to the heart of what they're looking for in a candidate's experience, mindset, and personality. We choose to take a quality over quantity approach, saving Alcumus time on interviews that's better spent elsewhere in the business..
- ✔ **Changing interview processes** - We have implemented a full interview process before sending candidates to the hiring manager for a final interview, acting as the first stage interview to save the recruitment team and hiring manager time.
- ✔ **Post Placement Care** - We take care to keep in touch with the people we place at Alcumus. We regularly speak to the people we've placed to make sure any queries and concerns are fed back to the hiring manager to be resolved. It's proven that by following up with our candidates and clients, we can increase retention, engagement and return on investment.



**32** roles filled in  
12 months

business development managers,  
account executives, business  
development executives & sales  
managers



## The Results

By building up our relationship with the hiring manager and recruitment team, we have garnered the trust to remove extra stages in the recruitment process to make it quicker and easier for both candidates and clients. By utilising our extensive database of active and passive candidates, we were able to fill 32 roles for Alcumus in a 12-month period, growing teams in positions critical to the business.

From our dedicated post-placement care scheme, combined with the fantastic culture Alcumus has to offer for all hires brought into the business, we have supported their efforts to maintain a retention rate of 94% of candidates in core sales and commercial areas. Acting as an extension to Alcumus' recruitment team has been paramount in filling the roles quickly and efficiently.

89%

of CVs sent to Alcumus went on to interview with the hiring manager

3:1

1 in every 3 people interviewed were placed at Alcumus

3.5

1 in every 3.5 candidates sent to Alcumus are placed at the company

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

"Working with Yolk has been an easy and seamless experience, they truly get under the skin of what we need as a business and make it their priority to understand the commercial impact that headcount planning and skills gaps can have on our business. Alcumus engaged Yolk in 2021 with some key objectives in mind, to find a supportive, collaborative and strategic agency partner that were able to deliver quickly, provide market insight to help us evolve our approach and tact in how we go to market to find skilled commercial resource.

Given the extensive amount of placements made and continuous improvement we have made to our attraction and hiring methods, I can safely say they delivered on these expected outputs in abundance. Myself and many of the key stakeholders they engage with across the senior commercial team, always appreciate the frank and candid conversations we are able to have and you feel like you can speak to Hannah and the team from Yolk at a level where mutual challenge is accepted, solutions are worked through over problems and there is always a positive approach to getting the job done and keeping a good balance of personal and professional interaction along the way. to make the engagement even more enjoyable. A job well done and we are pleased to have an agency partner that we can rely on when we need them to support the future growth of talent at Alcumus.

Alcumus is on a strong and exciting growth trajectory both at a local and global level and this makes the relationship invaluable to continue to hire diverse top talent with a culture where everyone can be at their best."

**Nathan Hopkins**

**Global Head of Talent & Technology Recruitment at Alcumus**

"Alcumus had identified that in order to achieve our ambitious growth plans across the commercial teams whilst maintaining our positive culture, that we needed to engage a strategic partner to meet that requirement within the desired timeframe.

It was important for us to locate an external partner who could deliver with the speed, effectiveness and consistent delivery against our business requirements and candidate match, and this was exactly what we achieved in securing Hannah and her team.

Where the first candidates that we interviewed weren't an ideal match from the get-go, it was clear to see that Hannah and the team at Yolk were committed to working tirelessly in partnering with our internal people team and to support the organisation to provide a service unrivalled by those who had gone before them. Each hiring manager was given a consistent level of focus, highly competent candidate management and transparent feedback process, to ensure that both parties could make improvements and adjustments to reduce the time to hire, whilst increasing the interview success rate in an impressive timeframe.

I've no doubt that the approach shown by Hannah to work alongside our internal People team meant that all of those involved could improve their impact to deliver the required growth to the commercial teams in Alcumus.

The pilot was so successful, that we incorporated Yolk in several additional hiring programs across the wider organisation and took steps to onboard them as a legitimate strategic partner, enabling them to support and continue to deliver an overall exceptional level of service as an extension of the internal People team.

Our time to hire has reduced, our interview success rate has improved and our retention rate of new hires is also stronger, which is even more impressive considering the challenges faced when onboarding commercial hires in a new hybrid working environment."

**Jay Perkins**

**VP of Sales at Alcumus**



Can we help reshape your  
recruitment experience? Get in  
touch with Yolk Recruitment today.

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