

ABOUT THE COMPANY

A global provider of Software/SaaS solutions for public sector, helping organisations around the world to deliver better outcomes for people and places.

The Challenge

The Companies Sales Optimisation programme was a key strategic initiative to enable them to develop existing talent and attract, select and on-board brilliant new talent.



Attrition was at 30%



Solid recruitment needed to drive sales growth



60 new recruits needed per year

Clients own experiences with recruiters tended to have:

- A high failure rate, with only 19% of new hires achieving success
- Low coachability
- Low motivation
- Poor self-awareness
- Lack of diversity across the sales function

The Solution

We designed and implemented a structured, data driven approach to recruitment.

This was achieved through:

- ✓ Collating data to help our client quantify the cost and frequency of poor hires, which enabled us to define that value that can be created by reducing the frequency of poor hires and increasing the frequency of brilliant hires.
- ✓ Defining the competencies (knowledge, skills, abilities, attitudes and behaviours) that will differentiate the top sales performers for the client in the future.
- ✓ Building a standard assessment methodology using these competencies to predict high performance (in candidates and current sales-people) in a way that also drives positive candidate experience.
- ✓ Identifying next steps to implement, including ongoing validation and refinement of the methodology and using the competencies to support on-boarding.

Key Elements



Analysis of previous recruits success/failure



Worked on steering group to define competencies required



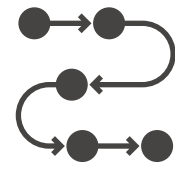
Implemented new five stage recruitment process



Designed and built content to attract candidates (Pdf's, employee interviews/adverts)



Ensured all candidates received positive experience



600 people successfully completed the new recruitment process

Summary Results

- ✓ Hired 45 new sales people in a four month period.
- ✓ Cost savings from not hiring 22 candidates who would have been hired previously.
- ✓ 40% of hires from under-represented groups.
- ✓ At least 10 of the new hires made top 20 sales performers (150 global team).
- ✓ Average turnaround of 20 days' time to hire.
- ✓ Great candidate feedback – more applications.

DataCareers

Tech • Talent • People



Civica has partnered with DataCareers since 2008. In that time we've relied on DataCareers expertise to exclusively recruit for our UK business – to great success. DataCareers is very much an extension of our own business, building excellent relationships with our People team and hiring managers alike.

The DataCareers team embody our own internal culture and consistently deliver top-quality candidates in a cost efficient and timely manner. Our partnership with DataCareers has been integral to our success, placing 2300 colleagues over the past 12 years and helping us achieve almost two-decades of unbroken growth.



Call us today to book a consultation:  0330 097 7809 or visit:  info@datacareers.co.uk

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