

Case Study 2 - An alternative approach to the recruitment relationship - Retained cost-managed recruitment.

Last year we went to see a client we had worked with for several years, never exclusively we just hadn't managed to forge that type of relationship.

To be honest he had a bit of a rant, we'd been called in because an artworker we had placed there a few months earlier had left. He felt that he had had poor value for money, and we agreed with him. We talked to him about how contingency recruitment is actually just like an agency pitching for every single piece of work they do - not just the opportunity to work on an account, but for every project piece that leaves the agency.

That's why it costs so much, because every client who decides not to recruit just now or hires through another source pushes up the cost for the ones who do recruit through us, the rest can get exactly the same level of service without ever paying us a penny.

So we had a chat about how we could change things, as the client said there must be a model that could work better for both of us.

The result? An entirely new approach for us and one that has now been operating for 6 months and we're both delighted with the way it's working. In short the client has put us on a retainer. They pay us a set amount each month and we throw ourselves into each and every brief they give us. We've recruited a designer, artworker, account manager, social media exec and a digital project manager so far and have several other briefs to work on in 2017 as they continue to grow.

In an environment where the talent you hire helps you to grow your business, this resource on tap has been invaluable to the client and has dramatically reduced his recruitment costs. We have a great insight, as a trusted partner, about the direction of the agency and the likely hires, so are able respond very quickly to briefs.

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Candidates are happy because we can pass on that insight, we are happy as we know the time we put into every brief is not unpaid, and the client? He knows exactly how much it is going to cost him over the year to recruit both for planned growth and replacements if anyone leaves. We have a service level agreement in place which we are both happy with.

A happy outcome indeed.