



# Workthing & Welcome Finance

## The Client

Welcome Financial Services is the consumer finance division of Cattles Group, a FTSE 150 company which employs over 8,000 people. Welcome Financial Services is based in Nottingham and operates 250 branches throughout the UK.

## The Challenge

The challenge was to recruit for a number of key management positions including customer account managers, business support managers and area managers - all of whom play an important role in the day-to-day success of Welcome Finance's business. Area managers, for example, are responsible for up to eight branch managers and typically have over four years' management experience in the financial services sector.

Welcome Financial Services had previously used recruitment agencies to recruit, but found that this was expensive and it had not generated a sufficient number of suitable candidates.

## The Partnership

With no previous experience of online recruitment, Welcome Financial Services decided to partner with Workthing because of its strong reputation in online resourcing.

Welcome Finance gave Workthing the following brief in September 2003:

- 1 Attract 40 well-qualified candidates for key management roles based in Scotland, South East and the North East
- 2 Reduce recruitment costs
- 3 Help centralise the HR recruitment process.

## The Solution

To date, Welcome Financial Services has advertised 40 vacancies with Workthing. Workthing specialise in attracting quality candidates for core business roles, in particular for the financial services industry. To help solve Welcome Financial

Services' challenges, we devised a recruitment campaign that targeted the most suitable candidates for Welcome Finance's specific vacancies, reduced cost per hire and enhanced the company's employer brand.

### Access to a pool of quality candidates:

In an average month 56,000 candidates who work in the financial services industry visit the Workthing site, meaning that a large number of candidates with the right skills and experience saw Welcome Financial Services' vacancies.



To optimise the campaign branded buttons featured on key areas of the Workthing site, directing financial services candidates to Welcome Financial Services vacancies. The Workthing team also assisted the HR team in writing the job advertisement copy to ensure maximum candidate interest.

Using our specialist knowledge of online media, Workthing arranged with Google, the leading search engine, a sponsorship of the key search phrases that jobseekers use when searching for financial services positions. This enabled us to draw many more suitable candidates from across the internet to look at Welcome Financial Services' vacancies.

**Enhance Welcome Financial Services employer brand:** It is vital that Welcome Financial Services' employer brand communications position them as an employer of choice so they attract the best candidates.

- We produced branded company information pages accessible directly from Welcome Finance's advertisements that highlighted the rewards of working for the company and gave a clear sense of the distinctive working culture.
- We sent HTML e-mails to a targeted pool of candidates, promoting Welcome Financial Services as an employer of choice and inviting them to make an application.

### The Results

The campaign proved a highly effective solution to Welcome Financial Services needs:

- Workthing helped Welcome Financial Services to recruit over 40 candidates for its key roles.
  - We reduced cost per hire by 90% according to the Welcome Finance HR team
- Based on this successful experience with Workthing, Welcome Financial Services have since signed an annual contract for their nationwide recruitment.