

## CASE STUDIES – Recruitment Agencies

**Large national chain** - *Company D* are an international recruitment company with 20 offices in the UK. Although long established, the recruitment market had changed dramatically and become far more competitive, especially in the area of temporary staff recruitment. Sales figures measured across the number of company clients, invoiced income, hours billed and margin were all struggling and our task was to identify the reasons for this.

We visited all offices, interviewed staff and guaranteed their anonymity. In addition, we met with a sample of company clients, candidates that had been placed and also temp workers. A clear picture started to develop and we could identify the issues and challenges that were facing the company. With the complete support of company directors and HR department, we prepared a plan, which covered communication, general training to empower staff and specific departmental training. We also helped *Company D* to clarify service standards.



**High Street agency** – D & J were owners of a high street agency and were concerned that they couldn't take advantage of the large expansion in retail and commercial parks on the outskirts of their town. They had been successful in the past using the traditional sales process of calling on businesses, leaving leaflets and cards but this was now far less productive. They had a web site and some social media exposure but this hadn't attracted much traffic although they were paying for SEO services.



Viewing the business as a potential customer, it soon became clear that they were presenting a confused company image with various sites using different styles and containing contradictory information. In addition they had suffered some bad reviews and they were not even aware of this. Once we made them aware, we worked with them to present a uniform profile across all media. We also worked on a programme combining physical sales activity supported with a coherent online marketing strategy and an effective CRM programme.

These case studies are a brief example of our experience. Contact us now to see if we can help you. [enquiries@positivdevelopment.co.uk](mailto:enquiries@positivdevelopment.co.uk)