

Case study: *Utilising a professional approach*

Established in 2000, our client is a specialist provider of digital mapping, travel time analysis and public transport data solutions.

Before contacting Workpond, their recruitment process was similar to that of many organisations. They relied on personal contacts, 'word of mouth', online recruitment advertising boards and recruitment consultancies. However, dissatisfaction with these methods had started to set in. Frustrations such as those associated with sourcing, screening and selecting CVs had made the hiring process tedious and required a significant investment of time, money and energy to ensure the right outcome.

The Chief Executive decided to look elsewhere and turned to Workpond for help. 'I chose Workpond for two main reasons. I was fed up with the aggressive sales tactics used by other recruitment firms and felt that Workpond presented a much more professional front and engaged with us as a client. I am also keen to work with local companies where possible.'

He asked Workpond to source them a Product Specialist. They were keen to source a fresh graduate with some mapping experience.

Key qualities were a willingness to learn and bags of enthusiasm.

'We had one candidate that we were very keen on who pulled out quite late in the process. My consultant just got on with finding a replacement and found us someone who, in the end, was far more suitable. I particularly noticed how well prepped they all were for the interviews, thanks to her input. 'Without question, I would recommend Workpond. I see no need to go elsewhere for our recruitment needs.

