



CAROLE NASH The care it deserves

We began our relationship with Carole Nash's annual recruitment campaigns in 2016, having previously supported them with their seasonal recruitment as a tiered supplier. Due to MBA's quality, dedication and speed the decision was made for us to become the sole supplier for all contact centre recruitment. Each year we will place in the region of 130 motor insurance advisors across a 4-month period, split between Customer Service and Sales. Over the last 4 years, we have delivered an almost 50% cost saving (circa £120k PA) and by working closely with the business reduced 1st year attrition by 60%.

SCOPE

To supply 130 telephone-based staff to the motor insurance industry on a permanent basis.

Increase recruitment standards and attract a higher calibre of candidates

Reduce attrition through relevant and robust selection

SOLUTION

Revamp of whole recruitment and selection process – to focus on candidate attributes not just background

Onsite attendance by the dedicated recruitment team

Streamlined recruitment process to reduce internal time constraints

RESULTS

Cost saving £120k average per year

Smooth and engaging recruitment process, with 95% offer acceptance

Review and interpret success based on previous 12-month hires, and scientifically determine the most successful candidate types

Over delivery of every campaign



COST SAVINGS
350k
OVER A 2-YEAR PERIOD



530
PLACEMENTS
OVER 4-YEAR PERIOD



72%
INTERVIEW TO OFFER RATIO