



PROJECT

CLIENT REQUIREMENT



A leading investment, savings, insurance and banking group required an assessment on their internal recruitment operations to identify gaps and improve recruitment delivery. Sponsored by the HR Executive.

CULP SOLUTION



A 1-week onsite Recruitment Health Check observation and culp talent index benchmark. cti score of 31 positioned at Level 1, traditional talent acquisition operations.

RESULT & IMPACT



The observation and analysis identified significant gaps in recruitment strategy, leadership, reporting, recruiter competence, misalignment with Line Managers, a majority manual process, old-fashioned systems, no alignment with Group, poor candidate experience and no employer branding.

The recommendations included the development of a 3-year recruitment strategy, a careers website, developing a candidate database, manpower planning sessions with Line Managers and HRBPs, introduction of social recruiting and recruitment tools, recruitment training, additional Researcher, development of employer branding strategy, automation of processes, develop internal relationships with marketing and Group Talent Acquisition.

culp facilitated and co-designed a new candidate experience.

LEARNINGS



A lack of strategy creates confusion and no time for innovation. The team were under significant pressure to deliver and getting more frustrated doing the same thing and expecting different results. HRBPs must support and understand recruitment to manage Line effectively.