

# Proof in the pudding...

**Fast** • **Flexible** • **Affordable**

chase | CASE STUDY



## Our Challenge

- How to **keep salesforce gaps to a minimum** in a leading multinational healthcare company, in order to **remain competitive?**
- The duration of NHS contracts won and the limited timescales to generate sales pull-through meant it was important to be **more flexible** to **optimise sales performance.**

### EXISTING RECRUITMENT PROCESS:

- Bring people into the organisation on headcount and hence followed a strict protocol, but this meant it was taking significant time to fill these gaps which reduced the time available to optimise sales performance in areas where contracts had been won.



## Our Solution

- We introduced an **alternative option to headcount recruitment**, which was to bring in **flexible contractor resource** including access to highly capable and motivated graduates from the CHASE Graduate Academy.
- Our contractors were **deployed** where they were required **quickly.**
- We offered a **differential resourcing solution** that the client had not considered before, so where contracts were won, resource levels to pull through sales could increase and where contracts were lost, these resource levels could be reduced.
- **Successful CHASE Graduate Academy Sales and Marketing recruits** would also be seen as a source of “**future talent**”.

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## Our Outcome

- We were the **first and only agency** to be put onto the **client contractor PSL**.
- In the space of **6 months, 9 opportunities** for CHASE Graduate Academy contractors were identified in Sales and Marketing across 2 sales directorates.
- **100%** of the vacancies were filled in an average of **16** working days.
- **All** CHASE contractors were either taken onto **client headcount** after **12-18 months** or **headhunted** by competitors.
- After **6 months** the speed and quality of CHASE contractor recruitment was such that CHASE were also added to the **permanent headcount PSL**.



## Customer Feedback

*Very impressed with the speed and quality of the CHASE recruits. There is a great cultural fit between our 2 companies.*

**Business Unit Head**

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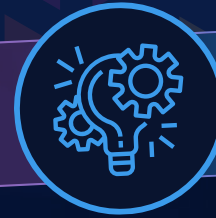


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