


meeting client needs head on





Our consistently high levels of customer service originate from a genuine desire to solve recruitment headaches and exceed customer expectations.

## Response

‘By developing more than a working knowledge, our Consultants develop a care and passion to deliver successful solutions.’

## Solving the recruitment headache

Response Recruitment is a specialist recruiter of temporary and contract staff.

Established in 1995, the organisation fulfils the staffing requirements for businesses ranging from blue chip multi-nationals through to small enterprises. Our clients’ needs are often diverse and jobs can range from administrators through to labourers and from forklift drivers through to assembly line operators. What is consistent however is our culture, expertise and approach in providing the best for our clients.

Response Recruitment aims not only to provide a standard service but to ensure real value added customer service. We know that by fully understanding the dynamics of our clients' business and recruitment requirements we are aware of the implications of not delivering the service all of the time, perhaps a missed deadline or a cancelled order.

By developing more than a working knowledge, our Consultants develop a care and passion to deliver successful solutions. What’s essential therefore, is the consistent dedication of those that deliver the service.

At Response, we concentrate on providing our clients with the right people, first time and on time!

Our role doesn’t end with staff placement. As our clients’ needs evolve then we are able to provide more

innovative ways to support changing recruitment needs. Flexibility and responsiveness are vital.

As an advocate of training and personal development, our staff are schooled to deliver effective, customer focused solutions whenever and wherever. Plus, we ensure that our temporary staff learn and abide by the practical working guidelines of our clients' business.

In a diverse market, it’s often difficult to decide on your agency of choice. At Response, we know that our biggest differentiators are our approach and delivery. For example, our temps will be briefed as to what exactly is expected of them, our Consultants know the importance of delivering the service and will go that extra mile to deliver it.

We are passionate about customer service so our processes, systems and organisational structure underpin this philosophy. What’s more, because our objectives are to continually achieve a positive customer experience, we know that if a problem does arise we are ready to act.

Response Recruitment was established to meet the on-going recruitment expectations of industrial and commercial businesses. As an organisation, we set out to exceed our client expectations through consistently providing quality resource whenever it’s required. It’s that simple!



# Responsive

## The Temps Story

‘Response treated me like an individual not a commodity. Making me feel a part of their team meant that I wanted to deliver the best for their clients too.’

## Respecting the individual

As a recruitment organisation we know that our team consists of both our permanent staff and our temps. We understand that they have feelings, hopes and aspirations and we cannot provide a quality, client focused service without meeting these expectations.

### The challenge

I had worked for the same company as a warehouse operative after leaving school 15 years ago. Sadly, the company was closing down and I had to get another job quickly.

The uncertainty of what I was going to do was very stressful and I didn't know where to start. What's more, the recruitment companies I contacted didn't give me much hope. One was very vague about what work they had and couldn't tell me any details. The second agency asked me to come along to register without finding out about me. The final agency said that the person I needed to speak to was out at the moment and I would have to call back later. This backed up what I thought about recruitment companies! However, a few of my friends recommended a company called Response Recruitment, so I telephoned the office to see what they could offer.

### The approach

The person at Response was very

thorough and undertook a mini telephone interview. I was then invited into the office for a face-to-face discussion to find out about my experience and what I wanted to do. They assured me that they would be able to find work for me and their confidence really put me at ease. In fact, when I got home there was a message from Response saying that they had a job for me starting the next day lasting for three weeks.

The support and service from Response didn't end there. They were really attentive, they told me all the important details even down to taking my own packed lunch because there wasn't a canteen! On my first morning they took me to the job to make sure that I got to know where the warehouse was and they introduced me to the person I would be working for.

A friendly face was really important, I had worked for the same employer for a long time so I was quite nervous! It also meant I wasn't late, I got to meet the right person straightaway and he could show me what I needed to do. I needn't have worried. The job was very much like my old one and my boss, well he had been told about me already!

The follow up from Response was very good. They called me in the evening and again in the morning to make sure that I was still happy with the job and to

discuss any issues or answer any of my questions.

### The benefits

After the job finished I continued to work for Response. I was pleased to see that the way they worked didn't change, their high level of commitment to the client and the temp remained consistent. They were not only interested in me and how I felt, but also in ensuring that my bosses were confident that I was the right person for them too!

I've realised that the majority of Response's temps are recruited by word of mouth. The team understand that if you treat people with respect and realise their ambitions and expectations they will want to work with you again and again. What's more, they'll recommend a quality service to others and good temps mean that their clients are happy too!

With Response our temps get treated as individuals and our clients get the best people for the job.







# Enthusiastic

## The Managers Story

‘It’s not about delivering any temp to any client, it’s the desire and enthusiasm to achieve the best for the individual.’

## Delivering against expectations

At Response Recruitment, we understand that to deliver a service that meets both our temps’ and our clients’ expectations will demand the best from our people. That’s why we make staff development and training our top priority.

### The challenge

It’s been two years since I started working at Response and today I’ve progressed to running my own Branch. As the Manager I have to recruit, train and motivate my staff but I always remember my first days.

Like many new graduates I found myself armed with a degree but with no idea of what I was qualified to do or how I was going to apply the skills I had learnt! I wanted something that would harness my enthusiasm, capitalise on my desire to achieve the best and enable me to deliver something to be proud of.

Having worked as a temp in a recruitment agency during the summer, I thought that recruitment would be an ideal job. I knew the ropes didn’t I, but it seemed that my experience wasn’t enough and I was left on the wrong side of the desk once again!

Finally, after weeks of searching, I saw a job advertised for Recruitment Consultants, no experience was necessary as full training would be given. I sent in my CV and was invited for an interview.

### The approach

During the interview process it became obvious that the company preferred to employ Consultants who had little or no recruitment experience. What they were looking for were people who were enthusiastic and keen to develop themselves and their career. They explained all of the ups and downs, but this only made me more determined. I could really make a difference. I decided that the challenge appealed to me and so when the job was offered I accepted it without any concerns.

Starting work so early was hard to begin with, but it meant that you were available to sort out any early morning issues. Practical experience was complimented by the company Operations Manual, which introduced me to the most effective way to deal with life as a Recruitment Consultant. This manual helped me the most, it detailed every single task that I needed to do to provide a focused, quality service to our clients. It did this on an hour-by-hour basis starting from Sunday evening going through to Friday night. It meant that I knew what I should be doing at any particular moment in time and so the clients could be guaranteed a consistently high level of service and support.

For example, we would phone all of our temps on a Sunday night to make sure that they were able to go to work Monday morning. On their first day with

a new client we always took the temps to work, introduced them to our contact and explained the job in every detail. On the second and subsequent days afterwards, we always phoned the client 15 minutes after the temp started work to make sure that they had arrived safely. We wanted to ensure we were in control of the whole process and we were ahead of the game if a problem started to arise.

### The Benefit

After starting work at Response, I began to realise that the recruitment companies I had initially applied to had missed the point. It’s not about delivering any temp to any client, it’s the desire and enthusiasm to do the best for the client and the temp. What’s more, it’s about understanding their issues and prioritising the day to consistently deliver the best service you can, around the clock.

Response Recruitment will only recruit Consultants with the right qualities not the number of years recruitment experience. We have a comprehensive training system that gives all of our staff the ability to provide a service to our clients that not only has unrivalled care but passion too.



# Dedicated

## The Consultants Story

‘People aren’t a commodity, each project is different and you have to have a care and passion to go the extra mile.’

# Maximising customer satisfaction

Business operates around the clock and as a result so does the need for temporary staff. At Response Recruitment, we are committed to solving our clients' recruitment needs as soon as they arise, that's why we are also available outside of traditional office hours, seven days a week.

### The challenge

I'd only been working for Response for three months and it was my weekend to be on-call when one of our clients, a large bakery, telephoned at 9.00pm on Friday evening!

The bakery had received a rush order from a supermarket and urgently needed more staff to be able to fulfil it. Normally they used Response to supply staff during the day, with one of our competitors supplying the night staff. On this occasion the second agency had said that it was too late to help!

The client was under pressure. They operated within a very competitive market and didn't want to turn down a rush order because this could result in the supermarket turning to a different supplier in the future.

### The approach

Although I was just about to go out with my friends, I knew I had to take control of the situation quickly. I needed the client to feel confident that I could find him the staff, so we agreed that I'd call him back in 20 minutes with a progress report. As soon as I got off the phone I started ringing around the day's list of available temps.

When you're on call you're trained to work from wherever you are, whatever the time. You're productive immediately. Within 10 minutes I'd found four temps and had arranged for them to go to the office straightaway and wait for me there. Then I called the Branch Manager, explained the problem and that I'd exhausted my day's list, it was Friday night after all!

As a team we are passionate about delivering optimum customer service, so I decided to go to the office to

undertake a more extensive search. My Manager said he would meet me there too, so he could give me a bit more help. He also said he'd draft in another member of the team.

Once I got to the office I began to ring around looking for other available staff. Luckily, I sourced another two temps quite quickly and got my Manager to pick them up en route to the office. Six down, six to go!

The Manager got to the office accompanied by the two temps. He was followed soon afterwards by another Response Consultant. We decided that whilst I took the temps to the client, the others would continue to ring around.

As I was leaving for the bakery, my Manager and the other Consultant were back on the phones and had already found the final six. Fortunately, as some of them had worked at the bakery before,

they set off for work immediately. The rest were picked up and driven there.

Just after 10pm all twelve temps were at the bakery, in the correct department, briefed and ready to work.

The client was happy, not only did he have enough temporary staff, he could complete the order on time. Me, I was happy too, we now supply the bakery with staff for both shifts!

### The Benefit

I realised that at Response we don't pay lip service to customer service. We recognise that to do the best for our clients you really have to have a care and passion to deliver the optimum solution. People aren't a commodity, each case is different and often you have to go the extra mile.

Response Recruitment is passionate about delivering optimum service to customers. We have a care and passion to achieve what can appear unachievable and a team that is committed and dedicated to getting the best job done.



# Committed

## The Directors Story

‘For our clients, what’s important is the efficient and effective resolution of their recruitment need.’

## Delivering successful solutions

At Response Recruitment, we are determined to deliver optimum levels of customer service to our clients. Our company culture, coupled with our approach to recruitment, means that we understand the importance of every aspect of our service and we are able to deliver against our promises.

### The challenge

I had worked in recruitment for about six years when I realised how I could make a real difference to a client’s experience of temporary recruitment organisations. Having worked in both large and small recruitment companies during that time, I knew that they were missing the real issues that customers face.

### The approach

For many companies their approach was to establish a partnership with the client and then provide an abundance of resource. Excellent branding, coupled with accredited quality systems were used to inspire confidence.

Unfortunately, they all seemed to forget that their approach relied on one important product and however visible and vocal the commitment to customer service; however large and corporate the recruitment company; if the individual responsible for the delivery of the service did not have a care or

passion for the job, then the approach was meaningless.

In recruitment it’s quite simple. The partnership does not end at 6.00pm when the recruitment office closes and the Consultant goes home. If the Consultant does not personally care about delivering a successful conclusion to a customer requirement then utilising all the organisation’s resources is wasted. What’s more, a quality system can only be used to measure certain elements of quality. It does not take account of intangibles like the client’s welfare or emotion. For example, a company can fill in a non-conformance report to satisfy its quality systems but the client remains disappointed and disillusioned at the level of service. It’s not the system that is important, but the consistent dedication and commitment of those who deliver the service.

At Response, I felt that if all our staff had a care and passion for providing quality client service then we would be resolving key areas of client dissatisfaction. Therefore, we not only needed to make sure that we actually delivered the service but also that we all understood what our clients required and expected.

Today, all of our operational procedures are geared to providing high quality customer service, that’s why our staff sometimes start work at 5.00am, can be found at a client’s site at 11pm, or take

the time to pick up temps and deliver them to the client. By consistently demonstrating their commitment, our staff are confident that they are able to provide quality resource whenever and wherever it’s needed.

### The benefit

A client is not concerned with what efforts have been made to get the staff to work. For them, the requirement is simple. All that’s important is that their recruitment expectations are met and addressed quickly, efficiently and effectively. Staff should turn up on time, be ready to work, do the work that is required to a high standard and then go home. All issues surrounding staffing should be transparent to the client, after all this is what good customer service from your recruitment organisation is all about!

Response Recruitment was established to address an obvious need in the industrial recruitment market. Our business culture is driven by a dedication and commitment to provide true customer service. On a practical basis, our care and passion means our teams go the extra mile to deliver above client expectations.



# Effective

## The Clients Story

‘What makes Response different is their proactive approach. They understand my business, deliver skilled staff and manage the process throughout the project to its completion.’

## Enhancing the customer experience

Knowing that your recruitment company not only understands your requirements but can also deliver against them is critical. Both the culture and infrastructure at Response Recruitment is such that customer needs and expectations are consistently met and frequently exceeded.

### The challenge

Food production organisations often use recruitment companies to fulfil temporary staffing needs and we are no exception. Our difference is that we work with only one company and that's Response!

I received a call from Response Recruitment around the same time that I received a letter from our incumbent supplier informing us of an immediate rate rise. The contact from Response wanted to meet and, as my existing agency did not consult with me over the rate increase, I decided I had nothing to lose.

Throughout our meeting I felt that they were genuinely interested in how they could help. They wanted to find out about my recruitment problems and offered helpful solutions to resolving them. It was also refreshing to me that they didn't just tell me all the things they had done for their other clients.

I decided to give them a try but made my first order one which I knew would be difficult to fulfil!

### The approach

One morning a forklift truck driver called in sick, so I called Response. The Consultant took all the necessary details and assured me that they would source a driver as soon as possible. They understood how critical this was to my delivery deadlines and arranged an update call in 15 minutes.

Sure enough, a quarter of an hour later they were on the phone with the details of a suitably skilled temp. Their service even extended to collecting him from his house and bringing him to the factory! When they arrived, I was relieved to see that the driver had already been briefed and could get on with the job immediately. Towards the end of the shift, Response contacted me to undertake a progress report and, as the day had run so smoothly, I decided to use the driver for another day.

The following morning I was pleased to see that the temp arrived in good time for his shift and soon afterwards the Response Consultant called to make sure everything was satisfactory. This was a very different approach to my incumbent agency. Normally we were chasing them for progress reports and missing staff! What's more, previously when temps arrived they often didn't know what they would be doing, some walked off the job because it wasn't suited to them and some didn't come back the following day.

### The benefit

Response delivered consistently high quality customer service so finally we moved all of our temporary recruitment business to them. And as our recruitment needs have evolved so have our demands on Response. Today, Response has a team on site covering every shift. Their services range from new staff induction through to undertaking all the necessary health screening. They have even taken the lead in implementing new initiatives to help ease staffing issues.

Despite the best planning and systems even Response can be affected by a temp who calls in sick at short notice. What makes the difference is the way they handle the situation. Their proactive approach means that they have a contingency plan in place, often before we know there's a problem!

For me it's the security of knowing that even if something goes wrong they can put it right immediately leaving us to concentrate on what we do best, that's produce food.

Response Recruitment works closely with its clients to gain a complete understanding of their recruitment requirements. Our consistently high levels of customer service originate from a genuine desire to solve recruitment headaches and exceed customer expectations.





# Respond

Response Recruitment is working with a variety of UK businesses to solve their on-going recruitment needs. Our team is committed to providing a consistently high level of customer service that often exceeds our customers' own expectations. How? By adopting a proven, repeatable approach that not only finds the right people at the right time but continually monitors and manages their progress. So the next time you have a recruitment headache that your current agency can't resolve, contact Response Recruitment, and let us solve it for you!

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