



AA Ireland scale their contact centre and reduce talent attrition with RECRUITERS

Ireland's Most Trusted Recruitment Partner

About AA Ireland

Founded in 1910, AA Ireland is an automotive services and insurance company in Ireland. Employing over 500 people, their contact centre provides an emergency rescue service for its members, sells insurance for over 225,000 Irish customers and breakdown cover for 300,000 people in Ireland.



The Challenges

Employer Branding

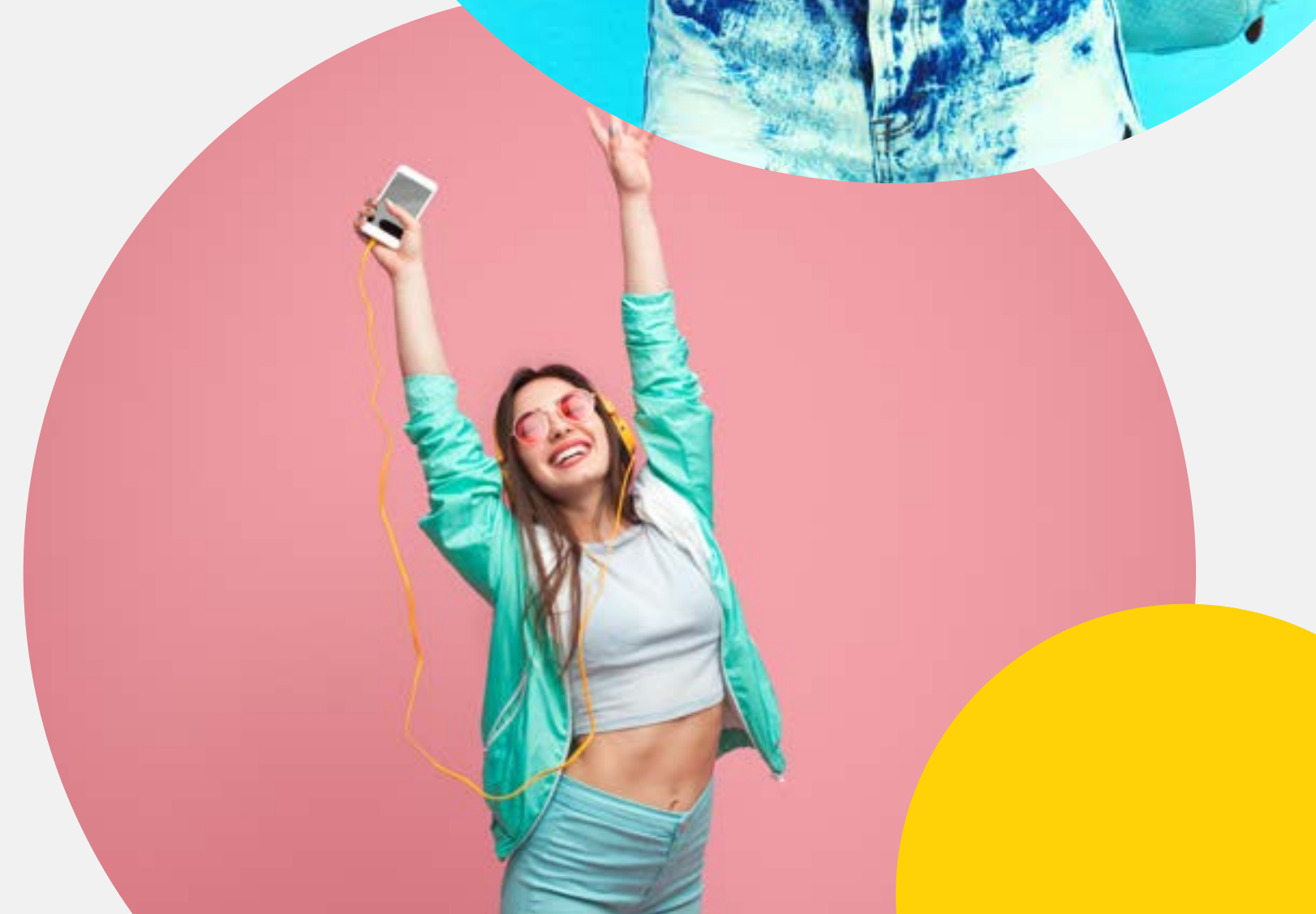
Promoting AA's employer brand as a cool and fun place to work. Enticing young energetic professionals to join the AA call centre over high-tech companies through multi-channel digital campaigns.

Volume Hires At Speed

Making high-volume quality hires at speed was an ongoing challenge for the AA. They had low interview-to-placement ratios and low offer-to-acceptance ratios.

Attrition Management

Due to the nature of work the demographics of staff employed, staff turnover at the call centre was high and an ongoing challenge.





The Solution

In October 2017, RECRUITERS partnered with the AA to exclusively recruit sales, customer service and rescue agents for their contact centre in Dublin City.





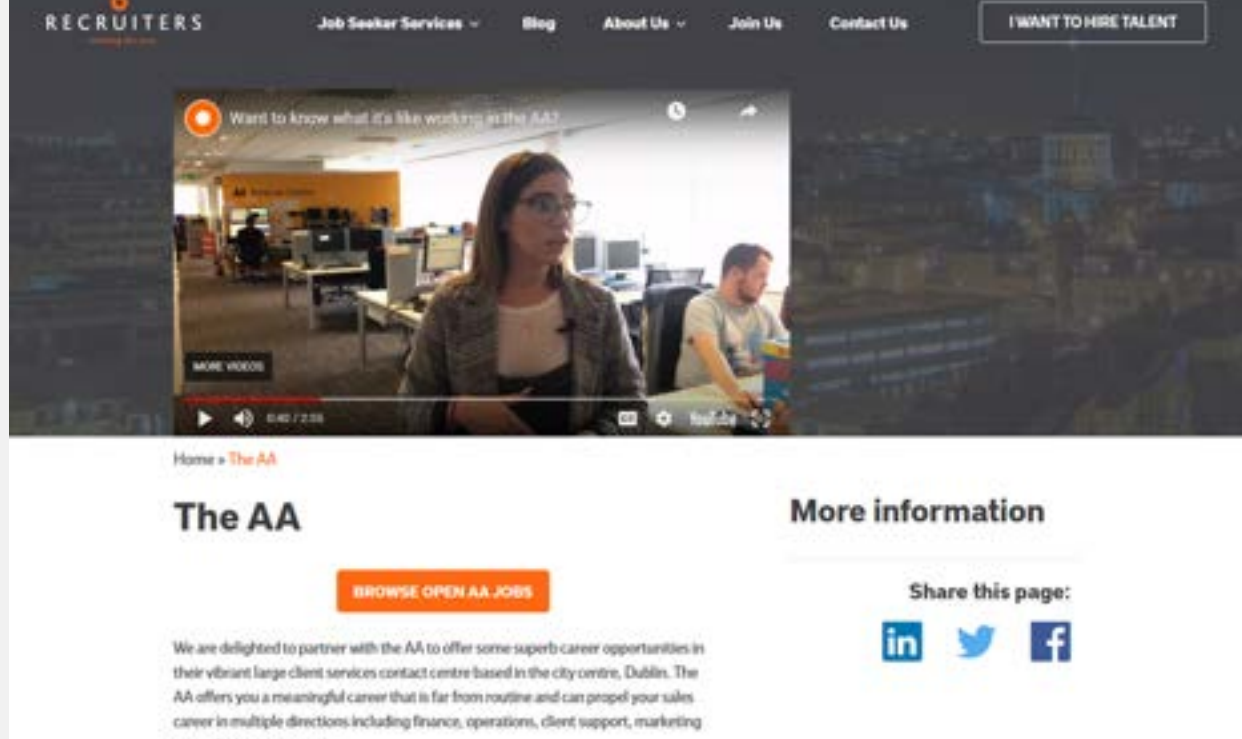
Nicole Feighery | AA Ireland
Director of Contact Centre Operations



Experience and results have shown us that RECRUITERS provide higher-quality candidates at speed and volume compared to any other recruitment agency in Ireland.

These results, combined with their hands-on consultative approach and dedication to improving our recruitment processes, lowering hiring costs and slashing staff attrition using data and insights, leaves me with no hesitation in recommending them to any other contact centre that is looking to achieve similar results.

They are honest, transparent, efficient, accurate and great people to work with and I look forward to doing so long into the future at AA Ireland.



Employer Branding

- Created a dedicated AA microsite on the Recruiters.ie homepage (20k+ monthly visitors to job ads).
- Shot a bespoke employer branding video on-site at the AA.
- Executed targeted multi-channel digital ad campaigns.
- Conducted competitor research and uniquely positioned the brand in a very competitive market.

Fast Volume Hiring

- Assigned a dedicated account manager and recruitment team.
- Agreed SLAs and budgets for each hiring campaign.
- Designed a new interview process, interview training and guidance.
- Re-designed and streamlined entire recruitment processes.
- Shared quarterly performance reviews and actioned learnings.

Attrition Management

- Conducted internal and external research and actioned insights.
- Developed new staff profiles and sourced culturally matching talent.
- Re-crafted messaging to resonate with the target talent
- Set salary expectations & duties early in the hiring process.
- Agreed on benchmarks and set targets to reduce staff turnover.



The Results

Over the past 3 years,
RECRUITERS have placed more
than 300 Contact Centre staff
into the AA.

Breakdown of placements



How? We reduced:

Submissions-to-Interview Ratio to 1.22:1

Interview-to-Placement Ratio to 1.24:1

Customer Service
33.3%

Rescue Agent
8.3%



Sales
58.3%

Recent example

Role: Contact Centre (9 hires: 8 for Tele-Sales team and 1 for Customer Service)

Time to fill 9 roles: **10 working days**

Shortlist / Interview ratio: **1:1**

Offer / Acceptance rate: **90%**

Interview / placement ratio: **1.2:1**

Action:	Date:	Outcome:
Date of Initial call with the AA	10/2/2021	Role request and further information obtained.
Shortlist submitted by RECRUITERS to AA Ireland	15/2/2021	Shortlist of 11 candidates submitted to AA Ireland
Interviews requested and confirmed by AA Ireland.	15/2/2021	11 candidates called for interview
1st and 2nd interviews with AA Ireland.	18/2 and 20/2 2021	10 job offers made by the AA
AA Ireland makes an offer and candidates accepted.	18/2; 20/2 and 23/2 2021	9 candidates accepted and 9 candidates started on due date.

Why RECRUITERS

Ireland's most trusted recruitment partner

Founded in 2006, RECRUITERS is the highest-ranking agency on Trustpilot and Google Reviews with 450+ reviews, making us Ireland's most trusted partner. Specialising in Permanent, Contracting, Executive Search and Managed Services recruitment that have received 11 awards.

Our mission & values

Our mission is simple: to put consulting back into recruitment. In doing so, we aim to grow with our partners and in-line with our values: Honesty, Openness, Drive, Creativity and Fun. For clients, our mission and values are our key differentiators.

Our promise

As a trusted partner, we promise to deliver hand-selected talent to your business at the highest standard so that they can achieve their business objectives successfully. In doing so, we guarantee to drive the growth of your business, brilliantly.



Voted Contracting & Temp Recruitment Consultants of the Year 2019.

Voted Managed Services Recruitment Professionals of the Year at the 2018 All-Star Business Awards.

HOW WE'RE DIFFERENT

TRUST & HONESTY

We are Ireland's highest ranking agency on Trustpilot (4.9/5 from 350+ reviews) and Google reviews (4.9/5 from 100+ reviews). This, combined with our mission, values, awards and commitment to quality ensures that your brand is in safe hands.

SPEED & AVAILABILITY

A specialist consultant will be your point of contact, available 24/7. All queries, meetings, job advertising, interviews scheduled, candidate shortlists and offers will be responded to within strict SLAs. Clients are provided with quarterly impact reports to measure our results.

ACCURACY & RELIABILITY

Our unique onboarding process ensures that we fully understand your business goals and objectives with each hire. This also helps us understand & shape the vacancy, craft messaging & define your Employer Value Proposition to the market.

SPECIALIST RECRUITERS

With the highest Glassdoor rating and a 90% referral score, we attract and retain the best recruiters in the world. Our consultants have an average of 6+ years' experience and are specialists in the disciplines and sectors they recruit for. They are honest, open, driven & fun to work with.

LONG-TERM FOCUS

Our emphasis on building trust and reliability with clients helps us maintain our long-term focus on creating partnerships with our clients. We focus on organic growth, re-investing profits into staff training, customer service and cutting-edge technology which ensure our clients are always one step ahead of their competition.

END-TO-END SERVICE

From designing processes and writing job descriptions to shortlisting applicants and checking references we do it all for you. We also have in-house employer branding, executive coaching, onboarding and research experts to help with all aspects of hiring and salary benchmarking.



Let's work together!

OUR VALUES

Honesty | Openness | Drive | Creativity | Fun

HEADQUARTERS

63 Leeson Street Lower, Dublin 2

PHONE

01 632 5021

EMAIL

brian.mcfadden@recruiters.ie