

CAPITA RESOURCING

RAS



HBOS

Retail Contact Centres

A case study

HBOS is one of the most successful banks in the UK, with over 1,000 high street branches, serving some 25 million customers.

It was formed by a merger between the Halifax and the Bank of Scotland in September 2001. The HBOS Group comprises a number of banking, insurance and financial services companies, of which the Retail Bank is the largest member.

The challenge

HBOS Retail needed to tackle the levels of attrition within its contact centres. As part of a number of measures, the group decided to review its recruitment strategy. The company needed to recruit large volumes of people for its retail contact centres across nine locations, and instigate assessment processes which would support a drive to reducing staff attrition.

HBOS Retail Contact Centres

A case study

The solution

Volume response handling, sifting and assessment

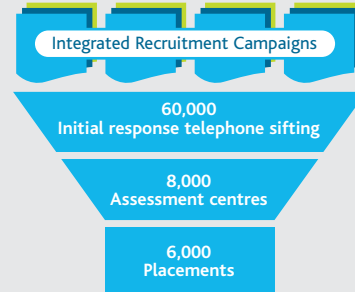
Managing the large scale response to recruitment campaigns can place heavy demands on internal resources. In order to ensure that the process ran smoothly, HBOS Retail turned to Capita Resourcing to support its recruitment drive by handling the volume of enquiries, initial applicant sifting and assessment centres.

The programme was launched in 2003 and a dedicated account team was set up to oversee the campaign. All enquiries and applications were channelled via Capita Resourcing's Campaign Response team, who initiated the screening process with telephone interviews. Successful applicants were then invited to attend assessment events organised and run by Capita. In the first year of the programme over 20,000 candidates were telephone screened, and approximately 3,000 attended assessment events. The required 2,000 posts were subsequently filled.

The outcome

Since 2004 Capita Resourcing have managed and screened in excess of 60,000 applications to HBOS. Over 8,000 candidates successfully completed Capita's assessment events. Through an effectively managed process of telephone screening and assessment centres, HBOS have seen a reduction in staff attrition in their customer contact centres. This is being further supported by the introduction of the Hogan Inventory Profile.

For a sound campaign recruitment strategy, call **0870 833 3727** or visit www.capitaresourcing.co.uk



Capita Resourcing have continued to provide HBOS with Customer Consultants for their nine retail contact centres during 2004, 2005 and 2006 with similar screening and success conversions. Attrition rates have reduced during this period and the required number of positions have been filled each year.

Capita also project managed the introduction of the Hogan Inventory Profile which is currently being piloted at two sites to further improve attrition rates and match more closely the personality traits of applicants to those defined and required for the role and company. A complete roll-out to other sites is anticipated later this year.

Contact

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