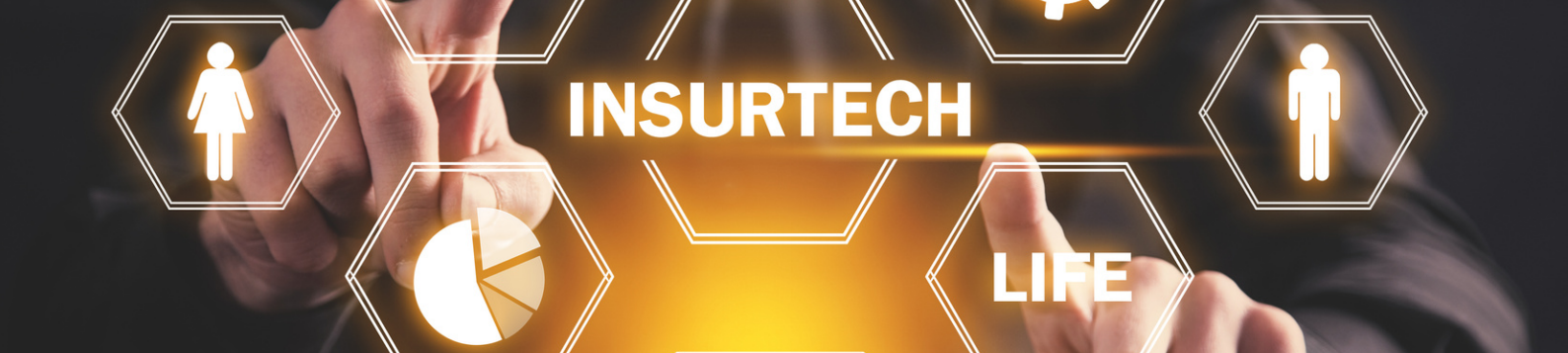


MULTI-HIRE CUSTOMER CAMPAIGN – INSURTECH





THE SEARCH

Sudale Search were instructed on a multi-hire campaign for scaling Insurtech business who operate in the consumer electronics space. They were splitting out the Customer Experience and Customer Operations function, to build more robust processes and begin a large scale digital transformation programme.

The individuals had to be very specific, subject matter experts, able to operate in a fast-paced, transformation/ change environment.

KEY HIRES

- Customer Operations Director
- Head of Complaints & QA
- Head of Fraud Prevention
- Contact Centre Manager
- Head of Digital Customer Experience & Communications
- Head of CX Insight & Improvement

THE CHALLENGE

- The brand/ business not well known in the UK (looking to hire rockstars)
- Requirement to be an SME, working very independently
- Work with multiple regulators across Europe and build strong partnerships with the American parent company (Global travel)
- Comprehensive benefits packages in FS/ Insurance
- Multiple stakeholders involved within C-Suite and SLT

THE SOLUTION

We approached the market through various methods, including marketing on both company pages and the Founder page, appealing to the talent sets we were searching for. We also built targeted adverts (where possible), that were engaging to drive quality of application, both video advertising and written.

Alongside the passive approaches, we actively reached out to our personal and professional networks to gain both interest and referrals. .In addition we approached every eligible prospect in the local area through a variety of proactive approaches.



IDENTIFYING THE CANDIDATES

Our customer had very exacting requirements for each brief, from educational background, to the cultural fit with the ability to operate at pace. As such the market mapping, and selling of the opportunity to passive talent was key, as well as through, in-depth interviews to test engagement with the process and competencies.

It was important for us to attract talent from numerous different industries and backgrounds to ensure the future success of this business.

CHALLENGES

Navigating a 6 month notice period with 5+ counter offer attempts
5 individuals had competing offers, with bigger brands, offering bigger salaries

None of the candidates were familiar with the brand prior to the approach.

RESULTS

- First offer accepted by every candidate
- 100% retention
- £Ms saved in operating costs
- 200% reduction in escalated complaints
- Defined CX roadmap

TESTIMONIALS

Link here for more: <https://www.linkedin.com/in/kerry-sudale-95a83a37/details/recommendations/?detailScreenTabIndex=0>

What an absolutely amazing experience I've had with Kerry @ Sudale Search. From us both meeting, to her finding me my dream job was an extremely pleasant journey. The difference with Kerry was that she cared....she wasn't just about the process, she cared during every step of the process, she guided me and took the time to check in on me, even after being offered the position. I was a on 3 month notice period, but Kerry still made the time to see how my last weeks were going in my previous role. And what an absolute super star - she still calls me to see how I'm getting on. Don't hesitate to make contact with Sudale Search - I promise you, you wont be disappointed.

Head of Complaints & QA

In my role, the "experience" is everything and Kerry creates an experience that is seamless, proactive and of the highest quality. I feel reassured and confident whenever Kerry has one of our briefs in her hands as she delivers consistently and makes even the toughest of briefs a pleasure.

However, more importantly than how it makes me feel, is the experience of our candidates which has always been positive - no exceptions. Exceptional.

I have zero hesitation in recommending Kerry and Sudale Search for all customer roles (and beyond) - she has delivered on our most specific and particular briefs, and I look forward to our continued collaboration

Senior CX Director (Project Sponsor)

ABOUT US

Sudale Search is a specialist search partner covering leadership roles in Contact Centre and Customer Experience verticals.

We identify diverse talent to push the needle forward for market disrupting businesses, with a fresh, candidate experience focussed approach to search.

Each search is started from ground zero, ensuring we exploring the full scope of the market for you, to ensure the best talent available to you in the market, and no candidate recycling, ensuring high retention rates.



THE QUALITIES THAT SET US APART

Transparent Partnership



We work transparently with you to reach a result. Regular progress meetings mean you are kept in the loop at every stage. The shortlist is never a surprise as we create it together!

DE&I



We partner with groups such as Women in CX to ensure greater diversity in Leadership. We are currently working on a mentorship programme to close this gap in earlier careers.

Over 70% of our leadership placements are from minority groups.

Market insider knowledge



We stay at the forefront of innovation by sitting on judging panels for various Customer Experience Awards programmes and regular attendance at Get Out of Wrap sessions.

Focus on Candidate Experience



Without the right Customer Experience (Client and Candidate) how can we ever hope to deliver the high impact results desired. Our commitment to enhancing the candidate experience means we had a 98% offer to hire ratio, 100% offer to start and 100% retention rate.

We did the industry first candidate experience report aimed at CX Leaders.



To book your free consultation



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