



## Magnetic North – Profile of client



Magnetic North Software provide organisations with next generation communications solutions both hosted OnDemand and installed at customer locations. The company were the first to deliver hosted outbound dialling and network call recording in the UK, and has over 130,000 seats of their software installed in more than 25 countries. The company has grown rapidly and has employees in the UK, US, Europe and India.

### Question

Like many other rapidly growing businesses Magnetic North relied on recruitment agencies to source their employees. With new vacancies developing on a regular basis recruitment agencies became an increasingly expensive option, due to their traditional method of charging a percentage of the starting salary for each new employee.

Magnetic North realised it needed to find an alternative solution that would save money and not be such a drain on management resources involved in working with multiple agencies. The company wanted to find one partner who could manage not only the recruitment of high quality talent, but also the retention and development of their staff. With no budget for a full-time HR person in-house the company started to look into Outsourced Recruitment and HR.

### Kim Watson, Group Finance Manager, comments:

*“Hiring expenses and agency commissions had become our 3<sup>rd</sup> largest overhead. This was not a situation we could allow to continue as we were literally burning money with these agencies, who didn’t care at all about placing the right candidates with us, but just wanted to place any candidate to fill our roles, wasting a lot of management time at interview stage”.*





## Answer

After speaking with a range of different Outsourcing Agencies, Magnetic North identified SkillVault as the perfect solution for them.

As a specialist recruiting outsourcer and Talent Management Agency, SkillVault was uniquely placed to offer a dedicated Talent consultant who would partner with Magnetic North to manage their Recruitment and HR for a simple fixed monthly cost. SkillVault were able to enhance Magnetic North's recruitment process and speed up time to recruit by understanding the profile of the ideal candidate and the culture of the business, and then finding and psychometrically testing potential candidates using its advanced network of contacts and deep industry knowledge.

SkillVault's dedicated Talent consultant, Tamara, now spends one day a week managing HR for Magnetic North and introducing new procedures such as 360 degree appraisals and regular staff reviews.



### Tamara explains:

*"I feel like I am really another member of the team here at Magnetic North, which is great as it gives me a better understanding of the kind of people that would fit in well here. I have also found that as everyone knows that I have a degree of separation, staff members feel they can trust me with any confidential HR issues they may have which might otherwise not get dealt with. This is having a positive impact upon staff retention and loyalty".*

By structuring the Recruitment and HR processes and introducing new procedures SkillVault has been able to increase staff retention dramatically and save Magnetic North thousands of pounds on expensive recruitment fees and wasted training.

### Nick Gash, Managing Director for Magnetic North comments:

*"We have worked with SkillVault since 2006 as our sole partner; they have proved time and time again how outsourcing our HR and Hiring was the future. In 2 years we returned over £100,000 in recruitment fees to our bottom line and have recruited exceptional candidates in all departments of the business. Not only has this worked out financially, but we have a stronger team as a result too. I would recommend SkillVault to anyone who is looking to grow their business, keep good staff and boost their bottom line, whilst saving management time by doing away with traditional agencies and the headaches that they bring".*