

# Flexible Resourcing Within a Contact Centre Environment

## Background

BNP Paribas is a leading provider of consumer finance, loyalty and data services for over 200 nationally recognised UK business partners. They have over 4 million customers and their products and services include credit cards, loans, loyalty programmes and retail finance. At the heart of their Operations function is a state-of-the-art contact centre employing around 500 people across its Solihull and Belfast sites.

The Curve Group were BNP Paribas' UK's Recruitment Process Outsource (RPO) from 2011 - 2016.

## The Challenge

BNP Paribas informed The Curve Group that they were about to sign terms on a major new partnership credit card, and that they had just 6 weeks from signing contracts to launch.

From a people perspective, they required 84 new hires to support the new card, ranging from Customer Services Advisors, through to Collections, Credit and Team Leaders. BNP Paribas needed to hire and train these 84 new recruits in just 6 weeks from start to finish. This was in addition to all of the roles The Curve Group were currently recruiting for on their behalf.

## The Solution

Having a dedicated Outsource team in place to deal with the demand, allowed the business to continue to focus on all other vital activities, and not be affected by the increase and demand for rapid recruitment and on boarding during this busy period. Within 5 days The Curve Group had created, defined and gained

sign-off for an attraction strategy, as well as increasing the dedicated recruitment team from 6 to 12 people. This again would not have been possible for the business if the Outsource has not been in place. Part of the attraction strategy included designing and placing newspaper adverts, creating and posting job adverts, as well as creating a project plan to support daily assessment centres, induction days and training events.

The BNP Paribas board were keen to be kept updated on weekly progress against targets, especially considering the short time frame in which to recruit, so The Curve Group set up a detailed Management Information pack that was sent out weekly to all key stakeholders.

## The Result

The Curve Group successfully hired over 84 new staff to the project, whilst achieving the business as usual KPIs as normal. In these 6 weeks we:

- Reviewed over 3,000 candidates (sourcing 2,100 of these direct rather than through agencies)
- Telephone screened over 840 candidates
- Ran full day assessments for over 300 candidates

Ultimately, having a Recruitment Outsource in place allowed the business to continue as normal despite the short time scale, during a period that would otherwise have caused great difficulty. The Curve Group ensured our customer had everything in place to bring on this great new partnership card on time and budget, and the project was a great success for all involved.

**Established in 2004, we are the UK's largest privately-owned Recruitment and HR provider. We deliver agile, ethical and configurable people solutions across the entire Recruitment and HR spectrum. Our mission statement, or quest as we would say, is to create extraordinary people solutions that transform working lives.**



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