

**Amazon.co.uk**  
Milton Keynes Distribution Centre

### **Background**

Amazon.co.uk are one of the UK's leading online retailers with a corporate head office based in Slough, Berkshire and a distribution centre based in Milton Keynes, Buckinghamshire. Each year Amazon recruit in excess of 1,600 temporary staff to work at their 24/7 distribution site in Milton Keynes.

### **The Challenge**

- To overcome a severe candidate shortage in the local area, increase the quality of candidate and increase staff retention
- To meet the required head count numbers within the specified time
- To save time by assisting in the labour intensive pre screening/interviewing process and reducing cost per hire

### **The Solution**

Parkside created and implemented a bespoke recruitment solution which allowed Amazon.co.uk to access a fresh talent pool of candidates that in turn allowed them to concentrate on their core business activity by:

- Researching UK labour market to tap into a robust supply of temporary labour, leading to a satellite office opening in Birmingham City Centre to focus on recruiting night shift associates, accessing a high calibre talent pool in an area of high unemployment
- Assigning a dedicated recruitment team to pre-screen/interview and assess all potential candidates, and managing a comprehensive Assessment Centre to ensure that the quality of the representatives was adhered to
- Recruiting a designated onsite coordinator based at Milton Keynes to manage all the temporary night shift associates working 10pm – 7am
- Implementing a robust advertising campaign to ensure that the volume levels of candidates were delivered and that the candidate diversity was maintained
- Providing weekly data for the Management team
- Providing coach transport from Birmingham City Centre to Milton Keynes nightly for the duration of the campaign. At peak 4 coaches, 7 days a week

### **The Results**

- Parkside successfully recruited 290 night shift Associates for Amazon.co.uk, providing a fresh pool of labour to a campaign that had exhausted its local talent pool