

Amazon.co.uk
Slough

Background

Amazon.co.uk is one of the UK's leading online retailers. Up until March 2002 Amazon.co.uk had sourced all of their seasonal contingent Customer Service staff via 10 different agency suppliers.

The Challenge


- To reduce the inconsistency in candidate quality, candidate application and candidate management process, and to reduce staff attrition
- To increase economies of scale, reducing overall cost per hire
- To save time by assisting in the labour intensive pre screening/interviewing process, and to guarantee high quality candidate delivery

The Solution

Parkside created and implemented a bespoke recruitment solution which allowed Amazon.co.uk to concentrate on their core business activity by:

- Managing a selective second tier supplier list to guarantee delivery
- Implementing a robust advertising campaign to ensure that the volume levels of candidates were delivered and the candidate diversity was maintained
- Devising a comprehensive Assessment Centre to ensure that the quality of the representative was achieved
- Assigning an Parkside dedicated recruitment team to competency interview all candidates in line with Amazon's high standards
- Managing the offer and induction process
- Providing ongoing onsite management to candidates
- Providing weekly data for the management team

The Result

- Parkside successfully recruited 290 UK Temporary Customer Service Representatives into the UK CS team and 105 Customer Service Representatives into the French speaking team
 - Achieved 100% fill ratio within the specified time scales
 - 75 temporary contracts from this intake were converted to Permanent hires
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