

## Holmes Place Health Clubs

### Background

Holmes Place is a premium health club with facilities across the world, in the UK market Holmes Place identified that need to grow their sales force dramatically in order to meet competitive demand. In order to achieve this they needed to adopt a new approach, moving away from a traditional PSL model for agency recruitment. The Buzz was appointed to deliver 80 sales people across the UK over a 7 month period.

### The Challenge

- To meet the specified head count numbers within the specified time, on average 11 new heads each month
- To save time by 'testing' candidates prior to client interview
- To provide a cost effective solution, that reduces overall recruitment costs

### The Solution

The Buzz created and implemented a bespoke recruitment solution which allowed Holmes Place to concentrate on their core business activity by:

- Assigning a dedicated Account Manager, with more resources and personnel available if and when required
- Using a pro-active candidate sourcing approach, including head-hunting, which generated quality candidates quickly
- Introducing a unique process where candidates had to 'qualify for an interview' by conducting market research through a mystery shopping experience, producing a SWOT analysis for delivery on a deadline and subsequently presenting this SWOT analysis at client interview
- Prioritising vacancies

### The Results

- The Buzz successfully delivered the required head count in the specified time
- Reduced the cost of using the PSL model by £49,300
- Achieved an interview to placement ration of 2:1 from the previous ratio of 3:1

'The Buzz provided a pragmatic and customer focused solution over 7 months which saved us £49,300 against our usual PSL rates and the standard of delivery was exceptional. We agreed a single point of contact which worked very effectively and we were confident that our recruitment needs were being met. The approach worked well and provided a cost efficient means of recruitment.'

Michelle Higgison  
Senior HR Manager  
Holmes Place Health Clubs

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