

Baker Goodchild
Company Name

bakergoodchild.co.uk
0800 612 1972

Building talent pools for the print mail experts: a webrecruit case study

About Baker Goodchild

With a passion for print, mail and postage solutions, Baker Goodchild has been a mailing expert since 1995.

Privately owned, they have over 18 years of experience providing reliable, bulk mailing, print and postage services to businesses throughout the UK and overseas.

The challenge

As a small business, effective recruitment can be a challenge. With fewer hands to manage the process and limited resources, it quickly becomes a costly and time consuming task.

Take Baker Goodchild for example. When it came to hiring, Managing Director, Bruce Thomson, often felt the strain of matching best recruitment practice with best value.

Historically he had relied on offline advertising within local press, but the response was often insufficient. Bruce also tried a number of traditional recruitment agencies; however, with limited success rates and exorbitant fees, this too was no longer a viable option.

It was time he found a solution that could offer big savings and help him to build talent pools as well as provide him with the technology to reduce his time-to-hire.

Yet with so many suppliers competing for his attention, Bruce knew he had to 'think smart' and find a recruiter who 'worked smart' in order to fulfil his hiring requirements.

The solution

Despite his efforts offline, it was Bruce's online activity that led him to discovering webrecruit.

As an online business, webrecruit offered the perfect blend of technology and expertise that could solve Bruce's hiring challenges.

Bruce said: *'Everything webrecruit offered was exactly what we needed.'*



Bruce Thomson, Managing Director of Baker Goodchild

Case Study

'Their low cost fees, good customer service, knowledge and speed meant we could quickly advertise a role within 24 hours of our hiring needs arising whilst keeping our costs at an absolute minimum'.

Exposure on leading job boards and social media meant Bruce could source candidates with a breadth of skills. A steady stream of quality CVs meant he was also able to create talent pools to satisfy any future hiring needs.

But it was webrecruit's applicant tracking system, Shortlist Manager, which Bruce found particularly beneficial when selecting candidates for interview.

He said: *'For roles where we receive a large volume of responses, the shortlist manager enables me to make a quick decision about the applicants and thus, quickly create a shortlist of suitable candidates.'*

'Our last hiring campaign, for example, saw our new Finance Manager in her position a week before the other employee had left. This even gave us time to conduct a full handover'.

The result

Since beginning their relationship with webrecruit in 2008, Baker Goodchild has used the service to recruit a variety of roles, from sales executives and account managers to production operators, finance assistants and data processors.

Last year alone, Bruce reduced his recruitment spend by £10,000. And the speed in which the vacancies were filled meant Bruce and his team could use their time more productively, such as conducting interviews and comprehensive handovers.

What's more, his vacancies attracted some excellent response rates which helped Bruce add to his existing talent pools, as well as fulfil his immediate hiring needs.

On a final note, Bruce added: *'webrecruit make it easier to recruit quicker. The service is simple, flexible and tailored around our individual needs.'*

'If, like me, you're keen to reduce your costs and time-to-hire, I would certainly recommend webrecruit'.

Contact Webrecruit:
Telephone: 0845 0707 337
Website: www.webrecruit.co.uk

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