



The essentiagroup *Case Study*

The Company

Rewriting the rules of an entire industry, the essentiagroup is the UK's leading contact centre specialising in health and social welfare - a technology-based provider of governmental and commercial organisations' information and advice services in the area of health and lifestyle management.

In September 2004, the essentiagroup opened a new contact centre in Newcastle upon Tyne – this latest centre took the company to over 3 contact centres with the remainder of the centres being in Scotland.

The Business Requirement

Recruitment was being undertaken to expand the new Newcastle operation resulting in a seamless service for their clients.

NRG City was carefully selected to recruit 3 senior roles following a visit between the MD and Contact Centre Manager of The essentiagroup and NRG City. The roles to be recruited included the following:

- Office Manager
- Client Manager
- Resource Planning Executive

The NRG Solution

The essentiagroup dealt with one point of contact within NRG City who kept in daily contact with the essentiagroup to keep them updated with progress and was available at all times if they had any developments or queries.

In order to find the best possible calibre of candidates, NRG City posted details of the positions on various web sites as well as extensive database searching. These methods were all tailored to meet the client's needs and to fit with their profile.

NRG City undertook all the initial interviews and in conjunction with the essentiagroup defined specific interview questions to demonstrate the required competencies. In this way all candidates could be measured on an equal basis.

Business Benefits

The essentiagroup were able to work closely with NRG City ensuring that all roles were filled within less than two weeks – NRG City managed all of the recruitment processed from taking the job to offer stage.

