

Client case study: **Burberry**

Background

Robert Walters partnered with Burberry to support their new shared service centre in Leeds by facilitating the move of staff from London to Leeds and managing the sourcing and placement of over 250 roles across multiple disciplines including technology, HR, finance and procurement.

**BURBERRY**

Approach

After an initial conversation, it was decided that the first round of recruitment would be highly confidential as Burberry were conducting an internal redundancy and restructuring programme. Robert Walters worked on roles under the highest confidence, complying with an NDA, for several weeks. Following this, Robert Walters used a bespoke branded advertising campaign, exclusive candidate referral campaign, and headhunting utilising our database to source both active and passive top-tier professionals from the market.

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Solution

For the initial 3 weeks, Robert Walters worked multiple roles under strict confidence. Many roles were placed during this initial recruitment campaign. Robert Walters streamlined the process for Burberry, allowing the business to focus on the logistics of opening their new office. The multi-approach search meant that Robert Walters were able to source the best candidates from the market – from across the UK – using a full variety of candidate attraction techniques. The full recruitment campaign was completed within 7 weeks.

292 total permanent placements were secured within the customer services, technology, HR, procurement and finance disciplines, generating over £300,000 in cost savings for Burberry.

Testimonial

“The key accounts delivery team at Robert Walters have performed fantastically during the Burberry project, securing a total of 75% of all vendor placements to date. They have also had the best conversion ratio from a candidate submission to interview request point of view, and can be relied on to provide quality candidates with niche skills quickly (normally less than 48 hours). Aside from great metrics they have also added value, providing additional ad hoc information and market mapping when the business have required it.”

- Sam Lea-Wilson, Resourcing Lead – Leeds BBS