



Recruitment Case Study

Telecommunications Sales Professionals for a new regional branch

2017 through to 2018

IceComms was established in 2008 and has grown year on year through the relationships that they have developed with both customers and suppliers alike.

Over the years they have worked hard to keep their customers happy, through their strong network relationships, and the importance that they put on staff training and development.

"All in all I couldn't recommend Hal and SER Ltd enough for services as a recruiter and recruitment company. He holds great industry knowledge and connections. SER Ltd is now my first port of call for recruitment and always very receptive to our specialist requirements."

Duncan – Sales Manager

SER Ltd was keen to position IceComms as an employer of choice.

Proactively approaching the very best people in the area, and not just the best available.

The hires made have been great assets to the business



During the initial discussions with IceComms it became clear that they were tired of the same old recruitment agent approach and had been inundated with unsolicited approaches from recruiters promising to deliver the earth.

Everyone said they were different yet no one delivered anything different were the words that Duncan the Sales Manager for the North used. Key problems included constantly battling with recruiters over poor quality candidates who were not right for the role or good candidates dropping out of the recruitment process due to being misled or informed incorrectly about the vacancies by none specialist recruiters.

The first part in the process for SER Ltd was to meet with IceComms at their offices in Manchester. Understand the culture and the reasons why current employees chose them. SER Ltd was keen to position IceComms as an employer of choice.

Once the benefits of working for IceComms were established the features of the role were developed through an extremely detailed job order form. By knowing the benefits and features Hal and the recruitment resource team at SER Ltd were able to start proactively approaching the very best people in the area, and not just the best available.