

Services that SER Limited can provide to our clients:

- ➔ Advert Management
- ➔ Standard Contingency
- ➔ Retained Recruitment Solution
- ➔ International Recruitment and Executive Search
- ➔ Managed Recruitment Services
- ➔ Video Interviewing
- ➔ Reference, CRB, Financial and Right to Work Services

To find out more about the services SER Ltd provide, contact us:

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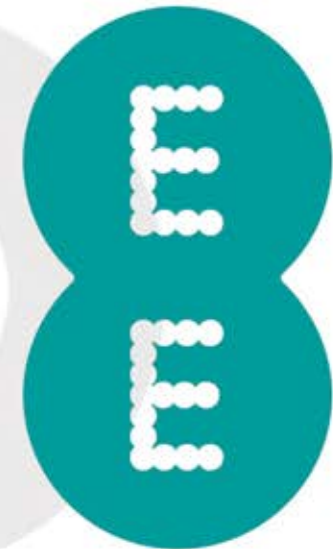
"Aiming to Change Peoples Views of Recruitment Services"



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"Aiming to Change Peoples Views of Recruitment Services"

# Client Case Study



**How did SER Ltd service EE's recruitment needs?**

# Case Study: EE

## ICT Recruitment: Telecoms

### About EE

The largest and most advanced digital communications company in Britain, EE also commit themselves to being the UK's most trusted digital communications organisation.

Trust builds from people and ensuring that they are represented by the right people is as important to EE as any company, whatever size.

They understand that the key to their success is that their employees are happy, motivated and engaged and achieving this helped them gain awards:

- The Sunday Times 25 Best Big Companies to Work For in 2016
- Best Companies 3\* Accreditation for Workplace Engagement

With over 15,000 employees they create a brilliant workplace and believe that they will only achieve their company vision if they get this right. With the belief that finding and keeping the best talent and investing in their people is so important - they ensure that their recruitment procedures align with their company ethos.

Within the UK, EE have operated a franchise scheme since 2010, 50 stores are already operating this way and EE are always looking at possibilities of expanding this. They look for individuals who are passionate about their customers and maintaining their prestigious brand and brand values.

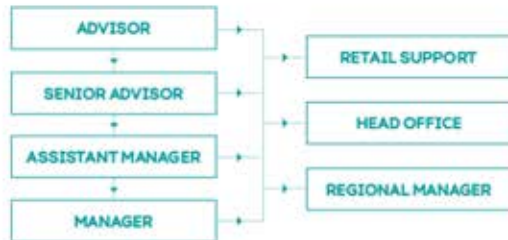


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### How did EE come to work with SER?

Linked In can be a fantastic tool for connecting the right people at the right time, and none more so than when contact was made with EE to find out if they had any recruitment needs.

SER Ltd took the time to find out about EE and understand the way they operate in terms of recruitment within their franchised branches.

After a level of trust and understanding was established, and EE could be certain that SER could align with their recruitment ethos, brand values and could find the correct candidates for them, EE introduced them to each of the franchise branches across the UK.

This introduction came just in time for some EE franchises that were struggling to find the right talent, at the right time and were receiving very little support from their current recruitment agency.

### How did SER find the right candidates for EE?

Being tasked to deliver talented candidates with a wealth of relevant experience, all within a tight time frame, SER Ltd tailored their approach to suit EE and set to work on finding them the very best talent around.

Browsing the database of talent, adopting a strong social media strategy, which included talent mapping and a branded referral incentive scheme, candidate interest in the positions grew.

All interested candidates received a comprehensive information pack and benefit sheet to allow them to see the vision of EE's company and what the role would include. Telephone screening ran along side, to ensure that remuneration, attitude and skills fit.

Following initial telephone screenings and taking into consideration the geographical spread of prospects, video interviews commenced, which helped to identify key facts about each candidate including their management style, people skills and previous experience.

EE were presented with a concise list of talented candidates, all with the experience that had been requested, and within the desired time scale. It's not often that a company is presented with such good candidates that they create new roles just so they don't lose the talent, but in this case, EE did just that and recruited 3 candidates for what started out as 2 jobs.

EE were more than satisfied with the success of finding the high quality employees they needed all whilst utilising less of their resources.