

CASE STUDY

Ageas Insurance Services

The Background

Ageas Insurance Solutions is part of Ageas, a leading provider of award-winning Personal, Commercial and Protection insurance in the UK. Insuring in the region of 7.6 million customers and working with a range of partners, Ageas is recognised for delivering consistent and high-quality customer experiences.

Ageas Insurance Solutions specialises in insurance partnerships with major high street brands and works with brokers to provide tailored insurance solutions to their client base. The insurance broker also has its own online direct to market brands – AutoDirect, CoverDirect and Done Deal Insurance

The Challenge

Over a period of five months in mid 2010 we were asked to recruit 40 sales advisors for Ageas's office based at Trentham Lakes, Stoke-on-Trent. This recruitment drive was required after Ageas had won major new contracts with Toyota, Tesco and American Express. The roles varied between customer service, sales and administration.

How We Helped

The first task was to fully understand the client's requirements and compile a recruitment procedures manual that mirrored the Ageas process. Once everything had been approved Appointments conducted a number of advertising campaigns using The Sentinel newspaper, major job boards and the introduction of a Refer a Friend scheme which overall attracted 400 candidates for screening.

A rigorous screening process was implemented and 94 candidates were interviewed at the Appointments Personnel offices. 52 candidates were represented for assessment.

The Result

42 candidates were successful in gaining permanent contracts with Ageas. This recruitment drive was the start of long term relationship with the insurance broker and Ageas trusts Appointments to provide high quality candidates in a timely manner.

Ageas are continuing to grow and we have been asked to continue our success and support their recruitment campaigns throughout 2011.