

Be Modern – Case Study



be modern
Group of Companies
www.bemodern.co.uk



'...led to greater efficiency and more profitable results...'

Overview of Be Modern Group www.bemodern.co.uk

Be Modern Group is the UK's largest manufacturer of fires, fireplaces and bathroom vanity furniture, employing over 600 people in the North East of England and Scotland. They have over 40 years experience in the furniture industry and with accreditation to ISO9002 quality standards, they pride themselves on the production of quality products for the home.

Be Modern have a number of leading brands including Lifestyle Collection, Marble Gallery, Electric Fires/Suites and Atlanta Bathroom Furniture. Be Modern provide solutions via the independent retail channel, major retail multiples, housing developers/contractors and global distribution partners.

Be Modern Group business issues prior to partnership with Midas Selection Ltd

Like many organisations Be Modern had used various recruitment partners on an ad hoc basis and had experienced differing levels of service from each. Be Modern were focused on capitalising on an already impressive market share and as such were experiencing a period of change with significant additions to employee headcount planned.

Additional recruitment was planned across a number of disciplines, and vacant posts included Marketing Managers, Sales Merchandisers, Product Managers, Sales Executives, Contract Sales Executives and National Account Executives, and these posts these were to be based in a number of geographical locations UK wide

Be Modern identified a need to develop a relationship with one recruitment specialist in order to successfully attain the headcount increase within the shortest timescale and with minimal disruption to the existing business.

The chosen recruitment supplier would be retained exclusively by Be Modern to provide solutions for all of their recruitment requirements. Critical factors highlighted by the management of Be Modern included advertising, headhunting, introduction ratios, value for money, guarantee periods and staff retention.

How Midas Selection Ltd provided a successful solution

Midas Selection Ltd was already a known supplier to Be Modern having provided successful introductions on an ad-hoc basis.

Midas Selection had introduced its services initially via a telephone conversation with the Group Sales and Marketing Director and had then requested a meeting in order to fully explore and understand the needs of their business and the recruitment issues currently being faced.

After understanding the broad business issues, and with the approval of the senior management of Be Modern, Midas Selection then held face to face meetings with all the relevant recruitment decision makers in the organisation UK wide, primarily to understand the individual requirements of each hiring manager and the specific needs of each recruiting business unit.

Through listening, questioning and providing valuable insight into the client's recruitment market place and specific recruitment practices and techniques, a plan and partnership was mutually agreed to successfully expedite the recruitment and business expansion campaign.

The outcome and results

It was agreed that Midas Selection Ltd would act as sole supplier for all recruitment needs to the Be Modern group UK wide. This supplier agreement provided benefits to Be Modern of

- minimal business disruption through a clear understanding of needs by a single source
- confidential and accountable working relationship
- agreed quality and timeliness of service delivery
- mutual understanding and endorsement of the recruitment methodology
- agreed and competitive fee structure covering all recruitment needs
- significantly enhanced guarantees and fee rebate structure

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Midas Selection recruitment methodology encompasses on-line/off-line advertising, search and selection, contingent selection, competency interviews, psychometric and intelligence testing and managed service feedback.

Feedback is provided on a quarterly basis and currently shows introduction ratios of one hire per three client/candidate interviews. Compared with previous recruitment experience of Be Modern the ratio provided through Midas Selection has significantly increased the number of successful placement to satisfy business need whilst reducing cost and time expenditure.

Midas Selection are recognised as understanding the staffing requirements of Be Modern Group and effectively providing talent to further their success.

Confirmation and Acknowledgement

"Midas Selection has effectively acted as an outsourced business partner. They have demonstrated an ability to introduce Sales and Marketing professionals that meet with our expectations and needs on a nationwide basis, allowing us to concentrate on other objectives elsewhere within our business. We have a valued and trusted relationship with Midas Selection and we would endorse their services to all other prospective customers. Midas has not only identified future employees but they have provided insight and advice relating to our recruitment process, this has led to greater efficiency and more profitable results".

Richard Appleby
Group Sales and Marketing Director, Be Modern Group