

How **Dragon** used our branch network to find its many voices

Finding one hundred available staff of different ages and with specific skills and accents within ten days might sound like a tall order – but with perseverance and determination, Manpower was able to fulfil Dragon Systems' requirement.

The **challenge**

Dragon Systems, a US-based company that develops voice recognition software for worldwide use, needed help urgently when the company recently contacted Manpower's London Docklands branch.

Dragon wanted to carry out a recording project in London, for which it needed one hundred people who could read for either two or three-hour slots over a two-week period. But these people needed to meet very specific criteria: they had to be men and women with a variety of UK accents, from Scotland to the West Country; seventy-five people had to be over twenty-five years old with the remaining under.

I CAN

...and I have

Meeting the challenge

Coupled with this, Dragon asked for Manpower's help in investigating conference facilities and advising on accommodation for themselves.

Most challenging of all, everything needed to be organised within just ten days.

The solution

Manpower's strong branch network enabled the Docklands office to contact all other London branches for help.

More than fifty places were filled before Dragon staff arrived in London and the recruitment drive continued after the project began. The Docklands branch successfully continued the search, using its own operations staff to fill any gaps.

After two weeks, all one hundred recordings were carried out in Manpower's London Ludgate branch and Dragon returned to Newton, Massachusetts with a completed project.

If we need any more recordings in the UK, we know we can count on Manpower

The benefits

By teaming up with Manpower, Dragon Systems benefited from significant financial and time savings.

The cost of hiring conference rooms for two weeks would have amounted to at least £2,000, whilst specially-negotiated hotel rates – Manpower has a company policy with Hilton Hotels – saved on accommodation charges.

Manpower's access to its branch network meant that Dragon Systems got the wide cross-section of accents that it needed from London, the Home Counties, the North, Scotland, the Midlands, Wales and the West Country.

The calibre of the staff was high. "I was impressed with the recruits," says Rachel Silverman of Dragon Systems. "They all listened to the instructions carefully, read very well and caught on quickly. This enabled us to get excellent results."

"There's no question about it: setting up this kind of project would have been impossible from here

in the States. Manpower organised and helped us with everything.

"Manpower's expertise was essential to the project's success. If we need any more recordings in the UK, we know we can count on Manpower."

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