

# How **Xerox** found engineers again and again and again

# I CAN

...and I have

Xerox Birmingham was spending a great deal of time and money attempting to recruit the right photocopier engineers, while not always achieving good results. Fortunately the situation turned around after the company teamed up with Manpower.

## The **challenge**

Recruiting photocopier engineers had never been particularly easy for Xerox Ltd's Birmingham operation.

Despite the company's efforts with advertising and a stringent selection process, only one out of five engineers interviewed were actually taken on board. Coupled with this, the retention rate was unsatisfactory, resulting in even more resources being channelled into recruitment.

# Meeting the challenge

## The solution

Manpower's Birmingham technical branch told Xerox it could improve the company's interview 'hit rate' to one in three. It offered to help Xerox fulfil six vacancies within twelve weeks.

As far as Xerox was concerned, this was an impossible challenge, but Manpower believed it had the necessary expertise and experience to succeed. Manpower devised its own extensive screening process specifically for Xerox. This included interview techniques, as well as mechanical and electrical assessments, which mirrored Xerox's own methods.

Not only did Xerox fill the vacancies but it was particularly impressed with the very high calibre staff Manpower had selected. And not surprisingly, it turned to Manpower for more help.

*Manpower filter staff exceptionally well. They find staff who suit our environment*

## The benefits

- Manpower's one in three success rate soon improved even further – it is now a one in two 'hit rate'.

"The rate continues to improve and is undoubtedly above and beyond expectations," claims Richard Brennan, Xerox's Midlands Area Service Manager.

"It is certainly greater than we could ever accomplish. Manpower filter staff exceptionally well. They find staff who suit our environment."

- Major savings on recruitment advertisements have been achieved. Previously Xerox advertised in the local press every week, at a cost of over £1,000 per advertisement.
- Searching, screening and interviewing time has been significantly reduced. "There is now no interfacing with the press for advertisements, no sending application forms and no setting up interviews. Manpower handles all of that for us, so there's no hassle at all," says Richard.

- Retention has been enormously successful. Manpower continually trains the engineers to an even higher standard, ensuring that they develop new skill sets all the time.

"We have a very good relationship with Manpower and know we can count on them because they are always helpful, reliable and very professional in everything they do," says Richard.

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