

How **Com-Dev**
managers have
more time for their
core business

I CAN

...and I have



When recruitment began to take its toll on Com-Dev's managers' schedules, this telecommunications manufacturer turned to Manpower, who it now works with very closely, in recruiting large numbers of production, warehouse and administration staff.

The **challenge**

As Com-Dev Wireless Group expanded, the management team found itself effectively having to work two shifts in order to find time to recruit new staff and, at the same time, run the business.

So, following the lead of its sister company in New Brunswick, Canada, who'd always enjoyed a successful relationship with Manpower, Com-Dev decided to discuss its recruitment needs with its local Manpower branch in Luton, Bedfordshire.

Meeting the challenge

The solution

This was a new venture for the British arm of telecommunications manufacturer Com-Dev, as previously it had relied on its own internal resources for managing all aspects of recruitment.

Learning as much as possible about Com-Dev's business was the first step, so Manpower's Contract Manager spent a full day working on Com-Dev's production line before beginning an extensive campaign to recruit large numbers of

temporary production line staff.

"Manpower handle all recruitment contacts, initial referencing and basic testing,"

says Com-Dev's Production Manager

John Muncaster. "We then interview and give further tests on site. People who come through the door are generally of a very high calibre."

The benefits

Out of Com-Dev's 140 production people, more than a third are Manpower's temporary staff. More recently, Manpower has begun also recruiting warehouse and administration staff, while a number of staff have actually been taken on by Com-Dev.

"I find Manpower's 'temp to perm' option very useful. It gives us the opportunity to trial and effectively 'cherry pick' permanent recruits," says Com-Dev's HR Manager Beverley Lucas-Paine.

"One of the reasons why the recruitment is so successful is because Manpower's Contract Manager spends a lot of time with us – which I think is key. She really knows our business."

Additionally, Manpower advises Com-Dev where appropriate. On Manpower's recommendation, all staff within the organisation were recently given a 12 per cent payrise – a move which has enabled Com-Dev to attract higher calibre staff.

"Manpower are very proactive in the way they

approach our working relationship," says

John. "Employing higher calibre staff has

resulted in improved productivity. In fact, our productivity has now increased two-fold."

Now, Com-Dev realises just how much more time it can devote to other key parts of its business.

"As well as the recruiting, Manpower manage so many other areas, like time attendance and welfare needs," says John. "Our critical resources can concentrate on core activities and we benefit from a professional recruitment service."

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