

“ *We’ve saved nearly £1.9m on recruitment fees and reduced our cost-per-hire by 62.5% since working with Response. I’d have no hesitation in recommending them to anyone.* ”



Karen Walker
UK Recruitment Manager



The Challenge:

- Greggs PLC is the leading bakery retailer in the UK, and recruited a wide range of roles, from Junior Retail through to Senior Technical Bakery roles
- They wanted to reduce their recruitment agency spend and work with a partner that would allow them to harness the power of job boards
- Specifically they wanted to reduce their cost-per-hire and their time-to-hire, whilst increasing the calibre of candidates that applied to their roles
- Having struggled to fill a number of roles, it was important that they partnered with a company who could work with their internal recruitment team and feed them exceptional candidates

The Solution:

- Our managed advertising service was a perfect fit for Greggs’ problems
- With that we’d advertise every vacancy on our job board, CV database and social media network, and we’d manually filter out every irrelevant applications to leave Greggs with just a handful of candidates to assess
- We visited Greggs bakeries to get a feel for their culture and understand what makes them tick, as well as dealing with a number of Hiring Managers and Area Managers to deliver the best possible service
- Greggs opted for our campaign multi-packs, giving them the additional benefit of economies of scale and reduced their cost-per-hire even further

The Results:

- We’ve worked on over **550 roles** for Greggs since November 2009, filling 363 of them as of March 2019.
- In that time we’ve helped them **save nearly £1.9m** on their recruitment spend, **reducing their cost-per-hire by 62.50%**
- We perform like an extension to their recruitment team, streamlining their workload at the same time, significantly reducing their time-to-hire
- Working with Response means that Greggs are able to get a vacancy live on thousands of job boards within a couple of hours, and have candidates in their inbox waiting to be assessed by them by the following morning



Response rise to the challenge for every role we give them and they continue to give us an exceptional level of service.

They were fantastic at quickly getting under the skin of our business, culture and vacancies, sourcing some very hard-to-find candidates for us.

Response also built strong internal relationships with my team, to the point where they became 'part of the team' and were trusted with some very difficult roles.

We have been clients of Response since 2009 and continue to be very satisfied with their service, and I'd have no hesitation in recommending them to anyone.



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