

“ *Since working with Response, we have saved **over £3m** on recruitment fees, and **reduced our cost-per-hire by 54.85%**. They’ve become true business partners to our internal recruitment team.* ”



Emma Eaton
Head of Recruitment



The Challenge:

- RSM (formerly Baker Tilly) is the 6th largest national firm of accountants in the UK, with more than 3,500 people across 35 offices
- The company’s recruitment spend was too high and they specifically wanted to reduce their agency spend and cost-per-hire
- There was an additional need to reduce the amount of time spent on individual recruitment assignments
- They wanted to work with a direct hiring partner that could give them cost-effective access to huge numbers of candidates, whilst reducing spend and making their team more efficient.

The Solution:

- Our managed recruitment advertising service was a perfect fit for RSM’s requirements
- 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 RSM with a handful of candidates to assess
- RSM opted for our campaign multi-packs, giving them the additional benefit of economies of scale and reduced their cost-per-hire even further
- RSM were also given access to our ATS which allowed them to see our candidate selections in real time, and re-recruit for new roles from an old response without having to use additional credits

The Results:

- We’ve worked on over **600 individual roles** for RSM since February 2011, **filling 404 of them** as of March 2019.
- In that time we’ve helped them **save over £3m** on their recruitment spend, **reducing their cost-per-hire by 54.85%**
- 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 RSM 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 provide a truly brilliant level of service. They truly understand our roles and they have the ability to pre-screen the candidates to the same level as one of my in-house team.

We have worked with Response since 2011 and continue to be exceptionally pleased with the expertise and support we receive from them.

They are a true business partner to us. We work together as a team and I have recommended them to a number of my industry peers.



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Head of Recruitment



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