

Delivering business critical talent for Norwich Union



case study



Specialist recruiter Project Partners provides Norwich Union with business critical candidates that bridge the gap between the business and technology departments. Within 3 years, Project Partners has placed over 320 contractors. Through a solid understanding of Norwich Unions' business and candidate requirements, Project Partners provide a quick and effective service including a CV to placement ratio of 3:1 and an average time to hire of 3 days.

The Situation

At the end of 2003, Norwich Union had three preferred suppliers servicing their business units and these suppliers were successful in placing a high volume of roles. The difficulty was in finding "business critical" candidates that sit between the business and technology departments. Additionally, Norwich Union relied on Management Consultancies to provide the specialist skills required for many large complex projects.

Introducing Project Partners

As niche players and specialists in the procurement of business technologists, Project Partners initially worked on a select number of contract roles that the preferred supplier agencies were having difficulty filling. These roles were highly specialised Project Managers, Business Analysts and Programme Managers for the business and financial services divisions. Project Partners demonstrated that their understanding of the market, search and referral methodologies could be utilised to find niche players outside of the Preferred Supplier List, and as an alternative to using Management Consultancies.

Talent Delivered

Within 3 years, Project Partners have successfully placed over 320 contractors within the Norwich and York sites of Norwich Union. Through implementing a rigorous search and selection methodology and assigning a dedicated team to manage the account, Project Partners have been able to fill the majority of the roles assigned. Additionally, Project Partners' thorough understanding of Norwich Union's business and the calibre of candidates required has resulted in an outstanding CV to Interview to Placement ratio of 3:2:1.

Project Partners have provided a quick and effective service. From receipt of the job specification, Project Partners characteristically fill the vacancy within 3 days dependent on interview availability.

In addition to the specialist business technologist contractors, Project Partners managed the sourcing and procurement of "heavy hitters" – senior Programme Director level personnel. These skills were typically provided via Management Consultancies, however Project Partners were able to source ex-management consultants directly, resulting in a cost reduction to Norwich Union of an estimated 30% – 50%.

The On-going Focus

Project Partners now have ownership for a significant proportion of the Project Management, Programme Management and Business Technology roles. Project Partners have demonstrated value add through innovative resourcing and by having a complete understanding of the clients requirements, business model and specific projects. On-going, the focus is to continue to provide high calibre candidates and a quick, effective service. Norwich Union will receive an industry leading level of service, that will continue to have a direct impact on their bottom line.

About Project Partners

Project Partners is the leading recruitment firm in the UK who specialise solely in the procurement of Business Technologists and Change Management specialists to the financial markets. The dual skilled individuals that Project Partners represents are capable of "bridging the gap" between commercial decision-making and IT delivery. Our search-based approach is complemented by traditional advertising and database search techniques, enabling us to offer clients maximum candidate diversity whilst maintaining a high degree of quality control.

“ Project Partners has responded very well to the immediate needs of a major transformational project for NU Life, resulting in key roles being filled with quality resource. Efficiency, clear communication and understanding of our requirements have been the basis of our successful relationship. ”

Andrew Tucker
Head Of Cornerstone

For further information please call our dedicated consultants

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