

Gael Quality Case Study



9-20 RPO provides perfect solution to Gael's explosive recruitment plans

Gael Quality, a trading division of Gael Ltd, headquartered in East Kilbride, Scotland, was established in 1995. Since its inception, the philosophy of Gael has always been to offer software solutions to facilitate both personal and organisational improvement.

In 2007, with its Q-Pulse product set to revolutionise compliance management worldwide and a number of technical employees sourced by 9-20 recruitment the previous year, Gael set a target of reaching £10m sales forecasts for Q-Pulse by 2010 as well as the requirements for a Training Academy and Community to support each of their Q Pulse product users.

Gael plans to recruit 20-25 staff annually

Gael would now need 20-25 new staff on an annual basis and impressed from previous dealings with 9-20 recruitment Gael presented its challenges:

How was the company going to find the resources to deal with recruitment on this scale, and do it in a cost-effective way? Gael required an offering which would see them outsource all recruitment requirements and allow them to focus on taking the business to the next level and more specifically achieve their £10m sales forecast.

Requiring a complete restructure of their sales, marketing and professional service teams to complement the products now on offer Gael would now also need the filling of several brand new roles which would require complete profiling from scratch as well as a flexible talent pool of consultants available throughout the globe.

Gael knew that it was going to need a powerful employer brand to support such a recruitment drive, particularly in light of current skills shortages.



"9-20 has sent us candidates of the highest calibre, saving us hours of time, allowing the management team to get on with selling and deploying the new version of Q-Pulse."

Donald McIver,
Managing Director,
Gael Quality



9-20 offers Gael great value

In response 9-20 offered Gael an RPO recruitment partnership which would see them being Gael's recruitment front office for a monthly fee rather than a percentage of each candidates salary. With Gael recruiting at scale, the overall savings would total a massive 40% annually.

9-20 would also handle third party calls and candidate liaison based on a strict Service Level Agreement (SLA) and provide a dedicated account manager to advise on role profiles and recruitment strategy as required.

Gael's new divisions take shape and smash annual forecasts

Since the beginning of the agreement 9-20 have fulfilled all expectations by placing 2 – 4 vacancies per month from graduate to senior level, including the recruitment of an entire sales team.

As testament to the strength of its new and rapidly expanding teams, Gael's business performance smashed all quarterly targets and as a result the company decided to increase the original estimated growth figures.

Donald Maciver, Chairman of Gael explains: "I love the value offered by 9-20's Managed Service agreement. It stops staff getting bogged down in recruitment, saves us money and gets us the right people every time."

9-20 strategy flexes as Gael's does

As Gael becomes an entirely different organisation from the one it was last year, human resources remains an area of growth and change. As part of the Managed Service partnership, 9-20 takes on a consultative role, often attending meetings to brainstorm new roles as needs arise. 9-20 also continues to promote Gael as an employer of choice, whilst at the same time assisting Gael with their blueprint organisational structure to meet their future needs.

Martin Bowman – Sales Director

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