

## **Dyson – Campaign Recruitment**

Founded in 1991, Dyson is a British technology company that designs and manufactures vacuum cleaners, hand dryers, bladeless fans, and heaters. It sells machines in over 70 countries, and employs more than 7000 people worldwide.

Dyson first approached Cohesion in 2012, as they were having issues reaching the right calibre of candidates to join their nationwide team of demonstrators. Finding the right people who were passionate about the brand was a challenge in itself, but there were also difficulties in retaining staff.

## The Solution

There was a dedicated team of recruitment experts at Cohesion, who lived and breathed the Dyson recruitment experience. It was this passion and dedication to delivering positive recruitment outcomes that drove the solution.

Cohesion closely monitored attraction channels and ensured enhancement of those that have proven most successful. They've harnessed powerful Management Information to directly target high-calibre candidates.

Cohesion have implemented video interviewing to ensure that only the best and most likely to be successful brand ambassadors make it through the process to interview. Reaching out and engaging the right talent has also resulted in the growth of Dyson's talent pool.

## Results

- 16% of offered candidates were sourced directly by Cohesion's recruitment specialists
- Cohesion has successfully supported the recruitment of high-quality demonstrators during a time when Dyson was expanding
- There was a substantial reduction in the average time-to-hire
- A new attraction strategy was implemented, which results in the greatest proportion of offers
- There were clear SLA's in place, surrounding timescales for each stage of the process – all SLA's were met

**If you'd like to know more about how Cohesion can help drive change in your business through Outsourcing solutions, then please contact us. We're here to help you reach, engage and retain the best possible candidates for your company.**

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