

## **THE FREMANTLE TRUST - EXIT & RETENTION INTERVIEWS**

The Fremantle Trust – a not-for-profit organisation – are recognised for their quality, providing first class care and support services for older people and adults with learning disabilities.

Fremantle's vision is to create great communities for people who need care and support. Their values are embedded across the organisation, and they enhance people's lives by putting care and kindness in all they do.

The Fremantle Trust operate across 58 locations in the Home Counties in the South of England. Their workforce of 1900 dedicated staff provides support for over 2000 people.

## The Solution

- Cohesion have been providing a full end-to-end Recruitment Process solution to The Fremantle Trust since 2015, and has since worked in partnership to inform their business and provide invaluable feedback on their employee culture and turnover, as well as their employer brand
- Cohesion complete retention interviews with all new-starters – after 4 weeks in their role, and again after 12 weeks.
- The retention interviews are completed by Cohesion's dedicated team of trained interviewers, who are skilled in identifying any early issues that need to be reported back to the business.
- Cohesion also complete Exit Interviews with all Fremantle leavers and both the exit and retention interviews are completed by telephone at a time that is suitable to the individual.
- The outsourced exit and retention interviews solution provides a level of anonymity, which encourages honesty in all feedback given.
- To date, Cohesion have completed 973 interviews – 757 retention interviews, and; 216 exit interviews.

## Cohesion's Relationship with The Fremantle Trust

We, at Cohesion, recently caught up with the Director of People, Deirdre Saliba, to get her take on the service she receives from Cohesion:

*"Cohesion or our 'Recruitment Team' are an extension of the Human Resources function and provide a seamless service from recruitment through to leaver surveys. The feedback from new starters is excellent as they really feel they are being welcomed into the organisation's fold efficiently and professionally.*

*Likewise feedback from leavers in the form of regular updates and reports, keep us on our toes and enable us to be more pro-active when dealing with recruitment and retention issues. "*

## Results

A comprehensive suite of reports are produced on a quarterly basis, and are shared with Fremantle's HR team, Senior Leadership Team and Service Managers. The data is arranged by sector within the organisation, to allow Fremantle to share it with relevant teams quickly and easily. The reporting provides visual representations of the key insights from the interviews, as well as anecdotal data to provide greater understanding of the statistics.

The reports also provide feedback on the new-starter experience of the recruitment process. This allows Cohesion to monitor performance and make any improvements as necessary.

Most importantly, Cohesion are able to quickly discover whether a new-starter is struggling to settle, and are then able to feed this back immediately to either HR or the

relevant hiring managers. Being able to intervene at this critical onboarding and induction stage helps to reduce the likelihood of employee turnover.

### **Added value**

Our influence to-date also includes highlighting areas to focus on, such as improving induction for new starters. A new corporate induction is now in place. Also picked up from retention interviews were issues such as delays in receiving uniforms and badges, this has been quickly remedied by Fremantle by taking the supply of uniforms back in-house, to make sure uniforms are readily available to new starters.

**If you'd like to know more about how Cohesion can help drive change in your business through employee feedback, 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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