



Technology, quality and customer care: a Webrecruit case study

About Laidlaw Interiors

Laidlaw Interiors Group is the UK's leading supplier of technical solutions for partitioning architectural ironmongery, integrated doorsets, handrailing, balustrading and access control.

Understanding that business success comes down to their team, the company gives high priority to the training and personal development of its employees so they can maximise their potential. After all, good customer service is everything.

Laidlaw's hiring objective

With more than 1,200 people employed by Laidlaw throughout the UK and overseas, their Recruitment Manager used to feel the strain of managing the hiring and on-boarding of staff across the group.

Previously they had used the local press to advertise Laidlaw's vacancies, but this was often costly. They also posted vacancies on to the job boards, but without the understanding and knowledge of how to reach the right candidates, it did not produce sufficient results.

The decision was made to use an external recruitment provider, but they were looking for something very specific. They needed someone who could:

- Take the time to understand their business
- Offer the reach and exposure to attract and identify the best talent
- Provide the technology to assist with a seamless and streamlined hiring process

Laidlaw's Recruitment Manager said: *'People want to feel that someone's there, on their side and looking after them when they are seeking alternative employment.'*

'And this was a really important factor for me when researching potential recruiters.'

Following a referral, their Recruitment Manager contacted the Webrecruit team.



A personal service

Since the Laidlaw business was new to online recruitment, her Client Relationship Manager, Ben Allerton, took the time to explain the service and how it could benefit Laidlaw and the Recruitment Manager's role within the company.

Webrecruit's applicant tracking system meant that the entire recruitment process could be managed from beginning to end. And, because it's online, when a Department Manager needed to get involved in the shortlisting of applicants, they could do so instantly – saving hours of time and reducing the internal cost of hiring new staff.

The guaranteed reach and exposure across leading job boards and top social media platforms that Webrecruit offered was ideally suited to exposing the business to the marketplace and attracting talented individuals to the business.

By taking the time to get to know how Laidlaw operated as a company, Ben was able to identify specific keywords and terminology that would help their vacancies to reach the right type of candidate online who'd fit the business as well as the role's requirements.

Above all, however, it was Ben's customer centric approach that sealed the deal with Laidlaw.

Commenting on the process, their Recruitment Manager said: *'The more I use Webrecruit, the more I love the service and the innovation applied to recruitment. The conversations I have with Ben are always focused on my needs and how he can help me.'*

'It is this customer-focused approach that has enabled us to consistently bring on board great candidates, whilst saving me significant time.'

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The result

It's been seven years since Laidlaw began working with Webrecruit to provide a more systematic, streamlined and effective recruitment process.

They've successfully filled a variety of positions, including supply chain, design, engineering, commercial and warehouse positions.

Reflecting on the relationship, their Recruitment Manager said: *'Companies don't give good service, people do, and it's the goal of an organisation to exceed customer expectations every time.'*

'Based on that, I can quite safely say, Ben and Webrecruit are committed to delivering exceptionally high standards every time. They understand our business and Ben will always give 100% commitment to our needs to deliver a consistently high level of service.'

To start searching for your perfect candidate,
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