HomeServe Case Study

The Company

HomeServe is one of the UK's leading home assistance providers with over two million customers nationally. The company employees over 3100 people, with sites in Walsall, Preston, Banbury, London & Nottingham, and engineers located across the country.

The Challenge

The company needed to hire a Group Risk Manager– a hard to fill position given the need for specialist skills and previous experience, as well as the scarcity of available talent in this field.

As Julian Woolley, Group Assurance Risk and Best Practice Director at HomeServe, explains, "We'd advertised the role for several weeks but success was limited. While there was one candidate we were considering, there were some reservations from the hiring team. But given the scarcity of talent with the experience we were after, we felt that we needed to settle for what was available."

The Solution

While the company continued to struggle with a hiring decision, Julian reached out to his network, which included co-Founder of the AnyGood? platform, Carl Webber. "Having worked with Carl before, I was open to his suggestions and given the challenge we were facing, I was happy to give the platform a go – after all, if no candidate was sourced, no fee would be paid."

"We sent the job specification over to Carl and waited to see what would happen."

The Result

"I admit I was sceptical at first as we'd had such limited success before, but the results were incredible. In just two weeks from the advert being posted, we'd had a recommendation put forward, carried out the necessary interviews and made a job offer. Crucially for us, the method of using recommendations to fill a role meant we were presented with the perfect candidate instantly, significantly reducing the time impact on the team."

Perhaps more importantly, the successful applicant was a passive candidate and therefore unlikely to have connected with the company without the recommendation from a peer. "What's interesting is when we first followed up on the recommendation the candidate was sceptical as to whether she was right for the role and admitted she wouldn't have put herself forward for this, even if she'd been actively looking for a new job. Thankfully, the encouragement and support from her peer meant she was willing to discuss the opportunity with us."

For HomeServe, there was much more to the success of this approach than just filling a role. "The most interesting outcome from our perspective was that the successful individual wasn't the 'typical'

type of candidate we'd hire. However, as we had the recommendation from a reputable professional, we felt confident that they could be the right person for us – and they certainly were! Since the placement, the new hire has had a really positive impact on the business. Her way of working is slightly different to the methods we're used to, but it's resulted in progress being made in areas we'd previously struggled with, particularly with foreign investment."

"The added value from using the platform for our own employer brand is that it's raised our profile as a great place to work. In fact, the person who initially recommended the successful candidate has approached us asking to be considered for any future opportunities themselves."

A more effective way to recruit

"While the cost saving was of course an attractive offer for us, the results really do speak for themselves and we are now exploring further opportunities with the platform. What I really appreciated, however, was the honesty and transparency of AnyGood? Not only were they completely up-front about expectations, but they also made it clear that, should a successful recommendation be made, the individual who put their support behind a peer would receive a finder's fee. Knowing that everyone involved in the process benefits and having that level of trust with AnyGood? is certainly a welcome change for us."