

## **CASE STUDY:**

# **MERJE Front-Line Talent Supports FinTech in Exclusive Volume Contact Centre Recruitment Project**

### **The Situation**

A Manchester-based FinTech approached MERJE to help find the best talent across a range of levels, from management positions to entry-level Contact Centre agents. While MERJE's Customer Contact division focused on the senior roles, MERJE Front-Line Talent focused on finding the organisation 12 people with experience of multi-channel Contact Centres. The Candidates did not need to have Financial Services experience but could come from all sectors, with the intention that the new employees would shape the future of their Customer Service department.

### **The Solution**

The MERJE Front-Line Talent team met with Client stakeholders, including one of the company's founders, to understand their vision and journey, as well as the technology they develop and services they offer. They then sat with the existing Customer Services team to understand their role and day-to-day responsibilities. Through these interactions, MERJE gained a thorough understanding of what the roles would entail, as well as the company culture and values.

A Candidate attraction project took place targeting Candidates across appropriate social channels and websites. By utilising bespoke pre-screening questions, it was ensured that Candidates who were chosen to progress to interview stage met the specific criteria requested by the Client. A pleasant and positive Candidate journey was nurtured by focusing on frequent communication and providing preparation assistance to help applicants feel informed and at ease with the recruitment process.

'Open Day'-style interview sessions were designed from scratch featuring activities tailored to assess both the required behaviours and skills, including level of intelligence, experience of a multi-channel Contact Centre. The practical and engaging Assessment Centre sessions included an ice-breaking introduction activity, meeting members of the existing team, presentations from management, numeric, verbal reasoning and logic tests, listening and data entry tasks, and a quick question 'speed-dating' challenge.

The scoring system developed for the Assessment Centres allowed MERJE and the Client to quickly identify those who fulfilled the requirements of the roles. Feedback was provided to all Candidates within 72 hours and MERJE managed the offers and on-boarding for those that were successful.

### **The Results**

Seven Assessment Centre sessions took place, which led to 18 people being offered roles across both Multi-Channel Customer Service Advisor and Collections Agent positions – an increase from the initial 12 that the Client planned to recruit. These new employees are now part of the foundations of the Customer Service department, with their feedback and experiences helping guide the development and evolution of their processes.

MERJE plan to work with the Client on a subsequent volume Contact Centre campaign within six months of completion of this project.

### **Contact MERJE**

To find out how MERJE Front-Line Talent can assist with your Contact Centre recruitment needs, contact Neil Johns on [njohns@merje.com](mailto:njohns@merje.com) or **0161 883 2743**.