



Case  
Study





## The Client

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**Princes** is one of Europe's fastest ever growing food and drink groups. Founded in 1880 by Simpson & Roberts, the company initially began trading solely in canned fish. It wasn't until 1946 that the company transitioned into the **manufacturing** sector, which was the catalyst for their phenomenal journey.

**Princes** specialise in sourcing and **manufacturing** quality products and, as a leading international grocery supplier, millions of consumers across Europe buy their products every day. From baked beans to cooking oil, the company has expanded across many areas in the **FMCG** industry, building a household name to millions of customers and shop owners.

Whilst their main head office is based in the UK, they also have a growing presence across continental Europe. Owning various offices and processing facilities in countries such as Poland, France, Italy and Mauritius. This shows just how far the company has grown.

The rich history and success that **Princes** has seen throughout the years has resulted in the company becoming one of the most sought after food and drink companies in the world. Their ambition and drive to further grow the brand across the world inspired us to develop a strong working relationship and provide the **talent** they require to keep up their momentum.



# The Role

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## RECEPTIONIST

A receptionist role mainly involves the individual meeting and greeting visitors, in person and on the telephone; answering or referring inquiries as well as providing general office support with a variety of clerical duties.

Possessing strong communication skills, as well as the ability to multitask in a fast working environment, is essential to succeed in this role

# The Ideal Candidate

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A specific profile of the **ideal candidate** follows:

- Previous experience on a busy switchboard
- Fully computer literate
- Competent English & Maths skills
- Demonstrated strong verbal communication skills
- Strong technical receptionist skills
- Ability to work independently
- Exceptional time management
- Outstanding interpersonal skills





## The Challenge

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**Princes** were required to open a receptionist vacancy after their previous employee had left at short notice. As a result, the **client** urgently needed an individual to take the vacant position with immediate effect. This is an important **role** as the receptionist effectively acts on behalf of the company as the first point of contact to all new **clients** and **suppliers** coming into the business.

Given these specific factors and due to the fact that the market for receptionists is highly saturated, our search approach had to be extremely precise. On top of this, searching for a **candidate** who could start immediately without the need of giving 4 weeks notice further limited our **mapping** process.

Before initial contact for this position, **Princes** had previously been advertising opportunities through various recruitment consultancies and their internal recruitment team with all roles being overlooked by HR. As a result of the **role** needing to be filled urgently, we spoke to the **client** to assure them that we would find the right individual for this position in a timely and efficient manner.





## Our Solution

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We developed an honest, dedicated and detailed working relationship right from the get-go to gather a strong understanding of what the **client** required. Clear communication between ourselves and our client is key to the understanding of the company's goals and infrastructure. With their history of using numerous other **recruitment** services, we made it clear to them that we would fulfil their needs by finding their exact ideal **candidate** within a short turnaround period.

Our team began the **recruitment** process working within a **talent pool** size of 15 miles from Liverpool City Centre. This radius took into account the daily commute a successful **candidate** would need to make to the workplace. This gave us the opportunity to search a wide range of **candidates** in surrounding areas to help maximise our **talent pool** size. We ended up identifying just one specific individual which we then proactively contacted and interviewed to prepare for **shortlisting**. This initial contact stage allows us to gain in-depth knowledge of their skills and interests, whilst being able to clearly present them the role. This ensures that they understand the benefits of progressing into **Princes** and the position itself.

The **candidate** we had found essentially mirrored the job description of what the **client** wanted. The individual didn't just have the ideal skill-set and experience, but they were available to work immediately. Because of this, we **shortlisted** the **candidate** to





## The Outcome

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Due to the overall quality of the **shortlisted candidate**, the **client** decided to progress the individual along to an interview just three days after we sent over their **CV**. As the **client** was working with another **recruitment** company at the time, they progressed three of their selected **candidates** to interview which provided us with a level of competition. After this initial interview stage, the **client** came to a decision and offered our **candidate** the position on a permanent contract to start immediately.

In just over 7 days the position was successfully filled with the perfect **candidate**. As a result, we accomplished an interview to placement ratio of 1 :1 whilst also being up against competition with three separate **candidates** from another company.

The **client** was extremely pleased with our service and has since reached out to us in regards to placing numerous other positions within the business - with our team already filling in two assistant **roles** at a turn-around time of 7 days.



## Who Are **Aspion**?

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Aspion are a national, multi-specialist recruitment consultancy delivering temporary, contract and permanent staffing solutions across multiple industries and markets.

We've shaped our service around our client needs, extending our **talent solutions** from one day placements through to long-term solutions, and expanded our **talent functions** to facilitate every area of business growth.



# Contact Us

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Are you seeking to grow your business by attracting top talent and do you aspire to position yourself as an employer of choice?

If so, you should reach out to **Aspion**.

If you would like to talk to us about a specific **recruitment project**, or understand how our talent strategies could strengthen and benefit your talent pool, we are open for discussion.

For more information about our services, feel free to send an email to [info@aspion.co.uk](mailto:info@aspion.co.uk) and one of our specialist consultants will be in touch with you directly.

Call Us: 0333 360 1100

Email Us: [info@aspion.co.uk](mailto:info@aspion.co.uk)

Visit Us: [aspion.co.uk](http://aspion.co.uk)

