bright purple resourcing

Case study :: Tesco Bank

The Client

Tesco Personal Finance was launched in 1997 as a joint venture between Tesco and The Royal Bank of Scotland. Tesco acquired the remaining 50% RBS shareholding for £950m and Tesco Personal Finance is now fully owned by Tesco plc. Tesco Personal Finance began trading under the Tesco Bank name, in recognition of its longer-term objective of creating a full service retail bank for Tesco customers, offering a range of banking and insurance services through branches, in stores and online. Tesco Bank is the UK's most successful supermarket bank. It has over 6 million customer accounts across 28 products and services. Tesco Bank sells through multiple channels including in-store, telephone and online. Approximately 60% of new sales are completed online.

Their Recruitment Challenge

Having separated from RBS, Tesco Bank was effectively a start-up, sharing technology platforms that need to be independent within 3 years. They needed a recruitment partner to manage all their sourcing across a range of different functions including IT and one that was able to meet demanding resource plans as the business grew. The supply agreement went to competitive tender.

Finding the Solution

Bright Purple were selected as the sole recruitment partner in the start up of Tesco Bank and immediately got involved in identifying key resources for all their business divisions working very closely with the Head of Banking and IT & Operations Director working to tight timescales and sourcing schedules. In summary Bright Purple have:

- Recruited HR, Procurement, IT, specialist Banking, Risk, Business Process, Payroll & Operations
- Placed 29 permanent staff within the first 6 months & over 40 staff in total
- Sourced over 300 contractors since the start of the project with currently 230 contractors on-site
- Placed all levels of IT staff including Programme Managers, Project Managers, Business Analysts, Solution Architects, Technical Architects, Service Managers, PMO & Testers

As a true partner to Tesco Bank, Bright Purple provides a range of value-added services including:

- Contributing to the preparation of job definitions & specifications
- Extensive pre-employment screening (PES) including Disclosure Scotland, Credit checks, Proof of ID, Visas, referencing
- Challenging the need for new resources when Bright Purple are aware of skills already in-house leading to considerable cost-saving
- Management of 2nd tier supply chain for hard-to-fill roles
- Average ratios of 4:1 for CV to offer across permanent & contract supply
- Building a bespoke contract resource pool
- Extensive MIS and reporting
- Quarterly reviews
- Induction pack distribution ensuring full understanding

During the whole of the supply agreement, consistency of key account personnel has been fundamental in delivering continuity of the service.