



CASE STUDY

Volume recruitment management in a regulated environment.

RBS Retail Investment Services

Sector: - Financial Advisors

About RBS

RBS has been in existence since 1727 but it's been the last 6 years that have seen some of the biggest changes in its history. In March 2000 RBS completed the £21 billion take over of NatWest the biggest deal in British banking at the time which moved RBS to the position of the 5th largest bank in the world.

The RBS Group has over 18 million customers reached through its Branch network with more than 2,200 in the UK alone and over 100,000 staff world wide.

The Problem

Attracting and retaining quality financial advisors has always been a challenge. The Financial services industry has a strict code of compliance and this extends to the processes governing the recruitment of Financial Advisors. This combined with the fact that the most successful advisors are highly qualified and have an in-depth knowledge of the products they sell. Their client base had been built by many over a long period of time and their

customers look to their trusted advisor for stability in their careers as well as stability in the financial solutions they recommend.

Business Challenge

The pressure placed on the RBS HR team in keeping up to date with the constant changes in rules and regulations is a large challenge. The referencing process alone as set out by the FSA can take up to 12 weeks traditional methods of recruitment can be time consuming and costly. With RBS looking to recruit over 250 advisors a year UK wide an alternative solution was needed.

Results

Norman Broadbent RPO solution provides an entire back office function, ensuring selection takes place quickly and effectively we undertake and manage all processes that could be outsourced to save time, cost and improve results. Our team works off site and receives and screens all applications from the Preferred Supplier List and both internal and external online campaigns and logs them before

arranging interview with one of the RBS Recruitment consultants or Tal-OS and BNB interviewers. Following the first interview suitable candidates are booked by the NB team into assessment centers where they are assessed against the banks core competencies. Candidates which attain benchmark scores are referred back to RBS to facilitate the offer and referencing stage of the process.

Benefits

The solution provided by Tal-OS and Bnb for the Royal Bank of Scotland has proved itself over a long period with our relationship into its 5th year.

The solution is constantly reviewed and improvements can be implemented quickly due to the flexibility of the Tal-OS Team. Our Account Manager sits on the RBS Recruitment Steering Committee to maintain the close working relationship with the banks HR community.

We have been instrumental in RBS achieving their hiring targets, while ensuring that costs and administration are kept under control.