

Company profile

Ayres Legal:

- Small legal firm based on the city fringe of Auckland specialising in asset protection across property, business and relationships
- Small team with two partners and two staff

Business situation

Needed to add a receptionist/administrator to their team but given the team size wanted to ensure the person fitted well into their culture. Given the professional environment the person needed to represent the company well, there was a need to be particularly bright and trustworthy for administrative trust duties. They had used agencies in the past but found many candidates forwarded did not meet their specifications (particularly for cultural fit) and had not found the process value for money.

Process situation

Ayres Legal had internal resources they could use if they had a defined process and tools. It was not a difficult role to attract people for, it was expected to attract a large number of applicants and therefore they needed assistance to cull a large influx of candidates. They needed candidates without the process being cumbersome.

Solution

Talent Seed (TS) assisted in building a tailored solution based on their need:

- TS wrote a candidate centric ad highlighting 'what was in it for the candidate'
- TS placed ad on Seek and TradeMe utilising an existing Applicant Tracking System in the market that cost \$70
- TS built culling questions in order to filter and sort applicants with the required skills
- TS supplied a process map and supporting documentation for each stage of the process (interview guide, reference check etc.)
- Internal Ayres Legal resources were used to cull candidates (online) and phone screen candidates
- Ayres Legal arranged their own interviews using their resources
- Candidates were security checked
- The Applicant Tracking System provided the ability to decline applicants easily and quickly

Products and services

Talent Seed provided Consultation, Process Build, and Ongoing Advice. As all applications were online Talent Seed were able to oversee applicant flow and ensure advertising was effective. They were also able to discuss individual candidates as both Ayres Legal and Talent Seed had online access to applicants.

Result and Benefits

Ayres Legal were able to utilise their own resources where they had them, gain expertise and up-to-date market knowledge where needed and hire a person at about a third of the cost of using an agency.

They felt the person was a much stronger cultural fit than they had presented to them by agencies previously.

Overall they considered the process was easy, fun, effective and manageable utilising the tools provided.