

CASE STUDY

Serco source flexible solution with Amris

NAME:

Serco Group plc

INDUSTRY SECTOR:

Support Services

Overview

Serco is one of the world's leading service companies, successfully managing organisational design and change, helping national and local governments and private enterprises around the world to improve services across all aspects of their activities, working in markets as wide-ranging as defence, transport, civil government and science.

Serco manages over 600 contracts worldwide, and recruitment is an ongoing challenge. Knowing that they must offer a wide band of core skills to compete successfully in the outsourcing arena, Serco felt that they were missing out on the benefits of an e-recruitment facility.

A recruitment portal powered by Amris technology from The Internet Corporation provided a flexible solution that allows Serco to stay at the forefront of recruitment technology.

The individual Serco businesses are now able to share a talent pool of potential recruits, and generally improve the recruitment process.

Amris continues to be central to Serco's recruitment process and is the powerhouse behind the new e-recruitment website.

the organisation, thus promoting Serco as an 'employer of choice'.

Serco knew it needed an online recruitment facility and gave the Human Resources department within Serco Group the task of coming up with a potential solution and supplier. Debbie Whitehead, Group HR Advisor, explains how they set about achieving this.

"Our knowledge of suppliers came from various avenues, whether it be word of mouth, networking or experience. In order to evaluate potential suppliers, our main criteria were flexibility along with the suppliers' ability to adapt to Serco's continuing changing needs and requirements."

Backing

After some deliberation, Serco decided to opt for a recruitment portal solution that would be powered by Amris technology from The Internet Corporation. It felt that Amris would provide the most flexible solution to meet Serco's specific requirements.

"The Internet Corporation were identified as a supplier that promoted more than simply an 'off the shelf' product. Amris offered a large degree of flexibility, and none of our requirements presented any problems that they were unable to find a solution for. This not only suited our business need, but also our 'can do' culture."

About Serco

Serco is the name behind many of the well-known government and commercial ventures in operation across the world. In the UK alone Serco manage the Docklands Light Railway, Merseyrail Electrics, the Atomic Weapons Establishment, the National Physical Laboratory, Norfolk & Norwich University Hospital, education services in Bradford and Walsall, and a number of prisons.

The company has grown rapidly and currently employs around 35,000 people worldwide – 24,000 in the UK where approximately 70% of Serco's current business is based. The rest comes from

continental Europe, the Middle East, North America and Asia Pacific.

Tackling the problem

Serco is undoubtedly successful in managing organisational design and change, and helping commercial clients to achieve their strategic goals. Yet, as well as a wide geographic presence, Serco also need to offer a broad base of core skills and expertise that enables staff to compete for the most demanding contracts.

The company felt that in order to continue doing this effectively they needed to improve technological capabilities in their recruitment activities, and use that technology to attract talent into

Although the decision was finally made in early 2002, implementing the solution proved a little more difficult and activities did not get underway until October 2003. A concrete launch date was set for the 15th December 2003 to coincide with the relaunch of the corporate website **www.serco.com**, which then allowed only 9 weeks to implement the entire portal.

The Internet Corporation managed to achieve the strict timescales and delivered the Serco Amris system a week early.

“The implementation went brilliantly considering the time pressure that was on everyone involved”, says Serco.

Immediate Benefits

Although it is still early days, Serco is already realising the benefits of the Amris powered recruitment portal and is now planning to develop the facility further. Serco is certain that this is the beginning of a much bigger focus.

“It is very much a project still in its infancy. There have been immediate benefits in that we now have an online recruitment facility that provides Serco with a cost-effective solution to recruiting staff. It also undoubtedly attracts potential recruits to Serco, thus providing us with an available talent pool that we can access electronically.”

Serco has also chosen Amris to develop their intranet facility, which will provide Serco with the ultimate recruitment tool and allow it to discover both internal and external talent.

“Serco’s aim is to take the portal to the next level and use the facility for all recruitment, including the incorporation of job boards, etc. The next phase is still under discussion, but this really is just the beginning.”

Serco is clearly delighted with the Amris solution and the potential it offers its worldwide organisation. “The product is very good because it can be virtually whatever we want it to be.”

Serco also feel that it made the right choice when it came to finding a supplier. “The service we received from The Internet Corporation has been second to none. Nothing ever seemed to be a problem for them, and they have continued to bend over backwards to accommodate our demands!”

In the future, Serco plan to develop the Amris system into a redeployment and succession planning tool as well as a recruitment facility.

**For further information
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