

SB **Simply Business**

A Talented Case Study



Scaleup



UK



simplybusiness.co.uk

About Simply Business

Simply Business is one of the UK's largest providers of small business insurance – providing insurance to over 650,000 small businesses and landlords. Simply Business offers customers simplicity, choice, and value when it comes to purchasing insurance and customers can compare quotes online in minutes, or speak to one of their UK-based team.

An accredited B Corp for their positive social impact, Simply Business has also been voted the Sunday Times “Best Company To Work For” twice.



The Challenge

Simply Business were looking to scale their engineering hires by 50% in 2019, focusing on notoriously tricky Ruby roles. However, they had no specialist tech talent acquisition function in-house. This meant that, when it came to hiring for specialised roles like Ruby engineers at pace, there was an over-reliance on external agency spend and no established pipeline.

With their ambitious growth plans this put Simply Business in a precarious position; without the processes in place for their own teams to hire for these roles, there was no obvious solution for how they could start to bring their tech hires in-house and reduce costs in the timeline required.

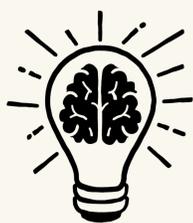
Complete reliance on agency hires.



Were struggling with specialised, senior tech roles.



Internal team needed training for specialisms.



The Solution

The very first thing that needed to be addressed was to define and establish a slick hiring process for tech hiring. With a proposed Client Lead and two Talent Partners, Talentful were asked to develop the process for both hiring managers and candidates to upskill and partner with Simply Business' internal Talent teams.

With the disparity of candidate experience between the internal team and their external agency rosters a clear area of concern, Talentful integrated and embedded their team fully with the business. A few days on-site every week enabled the Talentful team to get an inside understanding of where the processes needed improving, and what would be needed to set the hiring managers and the internal recruiters up for long-term success.



The Results

Having crafted a revised hiring strategy and internal processes, the Talented team were able to:

- Centralise the engineering talent function and implement weekly reporting.
- Provide upskilling and interview training across all of the UK engineering hiring teams.
- Complete an ROI analysis of existing candidate sources and bolster efforts with a new sourcing platform.
- Implement a revised referral program.
- Generate market maps and valuable candidate insight to assess the talent landscape.
- Hire 43 mid to senior level Ruby engineers, saving £99,800 vs. a traditional agency model.

After the early success of the project, Simply Business decided to take advantage of Talented's flexible offering to add a third Talent Partner to the account, enabling the Talented team to also focus on the improvement of the diversity and inclusion efforts, in addition to partnering with the in-house tech events hosted by Simply Business and helping with the creation of employer branding videos and content - such as a tech-specific interview pack for prospective candidates.

43
Ruby engineer
hires



£99,800
savings vs.
agency model



1
extra Talent
Partner added



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At SB it's not just about hiring people quickly - we have a big focus on hiring the right people, the talent experience and being known as an amazing place to work. The great (and unique) thing about working with Talented is that they deliver results whilst also putting emphasis on this at the same time. They hired over 40 tricky roles for us and gave us processes and learning that we needed so that our new joiners felt empowered to do their best work from day one. Their consultants were fantastic brand ambassadors too and a delight to work with.

Jennifer Gabrielle-Chapman
Head of Talent Acquisition

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