

s1JOBS CLIENT CASE STUDY

YELL'S SALES SUCCESS STORY

Background

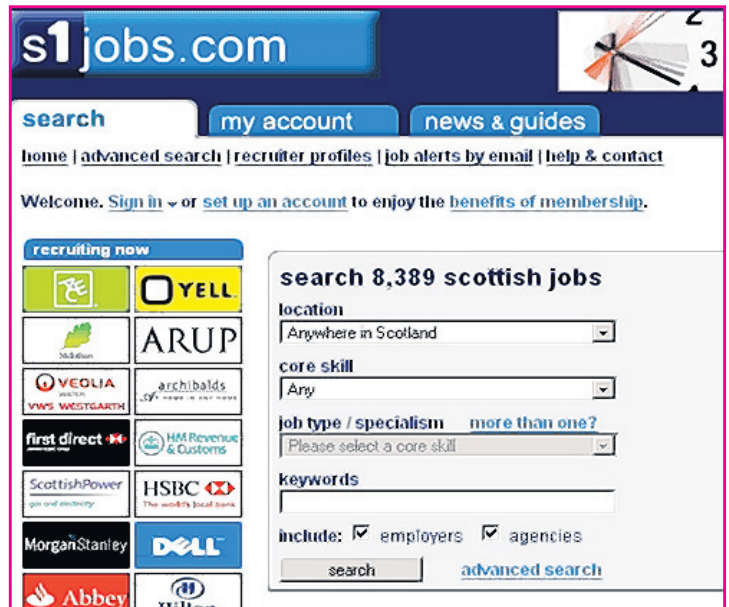
Yell is one of the world's leading directories companies, with operations throughout the UK and the US. More than two thirds of Yell's staff are employed in sales roles and so recruiting the right calibre of sales staff is crucial to the success of the business.

With an ongoing requirement for field sales, tele-sale and sales management staff, throughout Scotland, Yell opted for a 12 month recruitment campaign on s1jobs.

The activity

The campaign incorporated a Featured Employer button on the s1jobs homepage, which linked to a Company Profile. The Profile featured detailed information about Yell's business, as well as full listings of current vacancies.

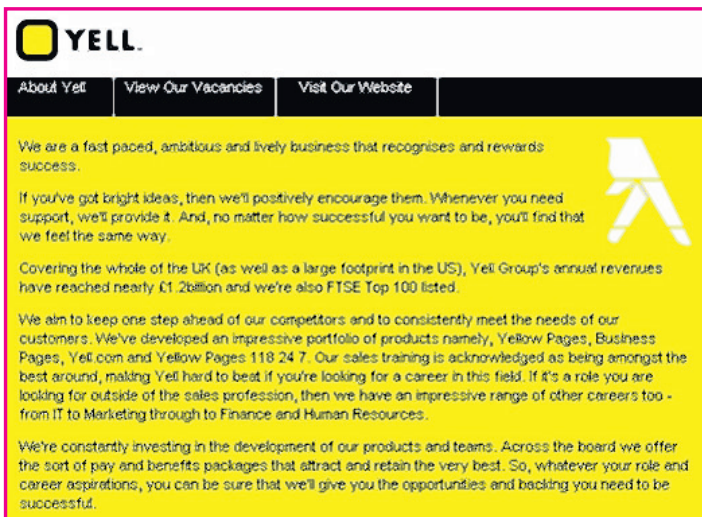
Yell ran a total of 41 vacancies during the campaign period.



Yell Featured Employer Button

The results

The 41 roles attracted a total of 2,060 applications – an average of 50 applications per vacancy. And all from s1jobs. In fact, the campaign proved to be such a success that Yell chose to take it offline earlier than had been planned.



Yell Company Profile

Success **s1jobs.com**

Scotland's no.1 recruitment site