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INDEPENDENT RETAIL & FMCG SECTOR RESEARCH EXPLAINS RECRUITMENT INDUSTRY DECLINE

- *Recruitment and Employment Confederation survey reveals the recruitment industry's biggest decline in invoiced sales for 30 years*
- *Independent research within the retail and FMCG sectors reveals seven key reasons for industries' disillusionment with the recruitment industry*

Independent research carried out amongst senior HR and personnel professionals at 20 of the UK's FTSE 250 retail and FMCG companies has revealed for the first time exactly why so many people in the two industries take such a dim view of recruitment consultants.

The research findings, which have been used to create a white paper entitled 'Consultants or car salesmen? Time to arrest the decline', correlate with the recently released results from the 2002/2003 Recruitment and Employment Confederation's (REC) survey which showed a 5.1% decline in invoiced sales - the biggest for 30 years.

The White Paper, which included quotes from respondents, identifies problems and solutions relating to the following seven key recruitment issues:

- Potential employers are not told the whole truth about candidates
- The effort applied by consultants does not justify the fee charged
- Consultancies consistently fail to understand the business the client is in
- Consultancies are more interested in a making a placement than finding the right person
- Loose ends and the lack of consistent support throughout the recruitment process create too much work

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- Consultants care little about results of their work
- Overall, recruitment consultants cannot be trusted

Interestingly, the research was in fact commissioned by retail and FMCG recruitment consultancy sevenhr after it recognised the widespread disillusionment with recruitment consultants that existed in its marketplace.

The consultancy has used the issues uncovered by the white paper research to develop a proprietary seven-stage process that delivers a long-term partnership approach to the recruitment process. Entitled *The Seven Principles of Effective Recruitment*, the model addresses the problems identified in the research and establishes a professional, ethical and honest approach to recruitment.

Antony Smith, sevenhr's managing consultant, said: "Retail and FMCG organisations do have a love-hate relationship with recruitment consultants – they need them but find the process and costs painful. Our new approach addresses those frustrations head on and looks to create lasting, effective and transparent relationships with our clients."

He continued: "The REC survey demonstrates there is a problem in the recruitment industry that has to be addressed. This White Paper identifies the reasons for industry decline and disillusionment and paves the way for improvement."

If you would like to receive a copy of the white paper please email contact Stephanie Dodds at sevenhr on 0113 384 5720 or email sd@7-hr.com

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