



BENTLEY



Customer insight

British car manufacturer
Bentley goes the extra mile
and improves time to hire





Going the **extra** mile

Bentley announces the launch of a new online recruitment system to enable applicants from around the world to apply for positions at Bentley Motors around the clock.

Setting the scene

Bentley Motors was founded by W.O. Bentley in 1919 when the first Bentley engine burst into life at New Street Mews, London. From these modest beginnings, W.O.'s company went from strength to strength through the 1920s, with an evolving series of acclaimed motor cars and a parade of racing triumphs to prove their outstanding performance. These laurels were capped with five outright victories at Le Mans between 1924 - 1930 and a sixth in 2003.

Inspiring solutions

Legendary British marque Bentley has been driving hard to recruit skilled craftsmen and engineers as part of a programme to design and manufacture a new wave of luxury, high-performance cars. Putting the brakes on its previous, paper-intensive recruitment process, it has implemented Lumesse* Talent Acquisition to create a brand new recruitment portal, www.bentleycareers.com, which is expected to slash hiring costs by 40 per cent, as it places renewed focus on attracting talented engineers in a highly competitive market.

The Lumesse solution allows applicants to apply online for vacancies across the globe, or register for email job alerts, whilst enabling resourcing teams to handle the entire recruitment process online, reducing the administrative burden and decreasing time to hire.

The Bentley Motors recruitment team is able to communicate effectively across different time zones, while line managers track the progress of their vacancies both on and off site, 24/7. This technology offers a significant benefit to Bentley, which is a global business with line managers visiting a network of regional locations.

For more specialist positions, the company is increasingly searching for people from outside the UK.

Christine Gaskell, board member for personnel, said, "Our new e-recruitment system will enhance our ability to attract high-level people from around the world.

In a global business such as ours, being able to offer an online application system is essential. It will also enable Bentley managers to track applications securely and monitor the progress of vacancies.

This will bring benefits to our overall recruitment process and enable us to align our recruitment process with the innovative technological leadership elsewhere in Bentley."

The new system allows candidates to manage their application online by viewing the status of their application securely and booking themselves onto assessment centres or interviews.

Trish Butterill, Dealer Support Co-ordinator in Aftersales, says, "In today's world of technology, where everybody uses email for job searching, it is essential to be online. If you know that you are fluent in a language, for instance, then you will look for companies that have an association with a specific country. You can also get a lot of company information online and understand all its functional areas, its mission statement and other relevant company data. It is a big step forward to be online."

Trish started to work for Bentley as a part-time contractor in 2001 and became full-time in 2002. She speaks fluent German, French, Italian and Spanish. "When you are looking for a job online you can really drill down into companies you are interested in, so if you want to work in the automotive sector you would naturally want to look at Bentley.

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You can see the company's history and really do your research. Is it a viable company? Is it making a profit? Does it have an exciting future? All this makes a company much more accessible to outsiders.”

Bentley decided to work with Lumesse based on cost, customer base and track record in both the UK and in Europe. The Lumesse team has worked with Bentley for more than a year on setting up the new process, and in doing so instilled confidence that it could deliver to the target date. The company's project manager had implemented and managed the recruitment process at Ford, and therefore understands the challenges of the automotive business.

Fantastic outcomes

The new talent acquisition solution will be part of Bentley's overall enhanced career development structure, which typically includes positions in Engineering, Manufacturing, Sales & Marketing, Quality, Logistics, Finance, Information Systems and Personnel. Recruitment is becoming increasingly global. Eva Risco Pacha, a Regulatory Compliance Manager, came to Bentley at the beginning of November from Land Rover.

She saw an advertisement in a newspaper by chance. “I was used to applying for positions electronically,” she says. “But I just happened to see the job advertised in a newspaper.” She came to England two years ago to join her boyfriend who works for one of the Formula One engineering teams. “I absolutely feel that Bentley is the top of everything in the automotive world and this is a position in the place that I never thought I would have.”

As part of the VW automotive group, high potential people can aim for secondments in other parts of the group, for global assignments across Bentley's worldwide network of regional offices or progress within the factory and offices based at Crewe. The Bentley Academy offers training and development for all levels of associate, technical and skills training, management and leadership development, promotional development and support for professional or academic qualifications.

The Bentley Academy has won a number of externally recognised awards including the National Training Award for its 'Becoming a Bentley Manager' programme, supporting newly appointed managers in the business.

The Bentley Academy also offers extensive Intranet-based resources and was instrumental in ensuring Bentley achieved its Investors in People status.



In brief

Solution: Talent Acquisition
Industry: Automotive
Country: UK
Employees: 2,500

Key Facts

- System is web-based
- Both internal and external candidates apply for positions online
- Details are securely stored - the advantage of this is that it will save time on any subsequent applications
- Line managers are in control of their own Candidate Zone - which is accessible 24/7
- Candidates are taken through the application form step by step and can review and change details at any time
- Candidates can book themselves into interviews and assessment centres
- The system can provide relevant management information quickly and efficiently

About

Lumesse is the only global company making talent management solutions work locally. We help customers around the world to implement successful local talent management initiatives that identify, nurture and develop the right people, in the right place, at the right time. Our multi-cultural background and presence means we understand how to deliver talent solutions that work the way our customers work, as individuals and as teams, because no two people, organisations or cultures are the same. We regard differences as strengths, not as obstacles.

1,700 customers work with us in over 70 countries because they recognise that commitment, innovation and value only come from people. We help customers to unlock and inspire that human potential in their businesses. Our integrated talent management solutions are comprehensive, intuitive, secure and fully internationalised into over 50 languages.

We have Lumesse offices and partners in more than 40 countries, covering EMEA, the Americas and Asia-Pacific. To find your nearest office and talk to someone who speaks your language, visit:

www.lumesse.com/get-in-touch



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