



Customer insight

Visual effects specialist increases its speed of response to applications and creates a pool of future talent





# creating

a pool of future talent

In an industry where the demand for highly specialist skills is intense, Framestore CFC gains advantage by responding to applications days ahead of its competitors and creating a pool of future talent.

## Setting the scene

Due to its reputation for excellence and its heritage as a leading visual effects and computer animation firm, Framestore CFC has grown significantly and in 2006, it recruited 100 staff. In 2007, it hopes to recruit 170 more including animators, operators, producers, technical directors, software developers and runners.

Amy Smith, Recruitment and Human Resources (HR) Officer for FrameStore CFC explains the challenges the organisation faces in recruiting such a focused workforce: "In our industry, the skill sets we seek are highly specialised, and as our sector is quite small, talented people are very much in demand. We needed a system that would not only help us to process applications much more quickly but would also help us to track talent and promote the values of Framestore CFC as an employer brand."

Challenges associated with previous recruitment initiatives prompted Smith to consider investing in an e-recruitment system.

She continues: "Previously, our recruitment process was largely paper based. We did have a Filemaker database for retaining a limited amount of applicant information but this database wasn't searchable and was extremely cumbersome to use. It added little value to the process and it was clear we needed an entirely new system."

## Inspiring solutions

Framestore CFC selected Lumesse\* Talent Acquisition to underpin its new careers portal helping it manage candidate information much more efficiently than ever before. Lumesse Talent Acquisition has enabled Framestore CFC to streamline the full recruitment lifecycle, transforming its hiring and talent management processes as a result.

Smith takes up the story: "We've conducted a major review of how we recruit to identify where we can introduce greater efficiencies into the process. In addition, we've also examined how we can best manage our existing employees to ensure that we provide them with clearly defined development and progression opportunities."

## Fantastic outcomes

One example of a new efficiency is an online facility for applicants to submit their show reels along with their CVs. This vital part of the recruitment process was previously handled using DVDs in the post - causing real headaches when it came to filing and reviewing them. With Lumesse Talent Acquisition, however, the upload process takes just a couple of minutes - making life far easier for candidates and interviewers alike.

"In designing our new application experience, we wanted to make it as user friendly as possible. Our careers portal is very inviting; easy-to-use and provides lots of information. To date, feedback from applicants has been extremely positive," says Smith.

Speed of response to applications has also increased. This is vital in a fast moving market where a skills shortage is prevalent. Smith explains: "Bidding wars for talent in our industry are not unusual. Therefore, it's vital that when we receive a great application, that we respond as quickly as possible. Lumesse Talent Acquisition enables us to do so."

“The customer and technical support that Lumesse provides is excellent and we’re confident that Lumesse Talent Acquisition will continue to scale accordingly to support our future growth.”

Framestore CFC

She adds, “We believe that Lumesse Talent Acquisition is making sure that our recruitment process is better than our competitors as we can respond to a CV 3-4 days earlier than anyone else in our industry.”

Of the six-strong HR team at Framestore CFC, two people are dedicated full-time to recruitment but Lumesse Talent Acquisition is used by all project team managers who are involved in hiring decisions. Easy-to-use self-service features ensure that those managers can indicate their availability to attend interviews, eliminating any need for the HR team to chase responses.

Then following any interviews, the managers can input feedback directly into the talent acquisition solution, which increases collaboration and communication between different creative teams in the company.

Another time saving benefit for the HR team is the ability to track a candidate’s progress through the interview process. Where once this information was held across numerous disparate Excel spreadsheets, now all stages of the recruitment process are automatically recorded and updated.

Much of the administration associated with recruitment has also been radically reduced. Where once Smith and her colleagues would have received over a 100 emails per day relating to vacancies or applications, now they receive a maximum of 10

as a wealth of information regarding careers at Framestore CFC exists online. Its HR team can create, publish and multi-post different vacancies to different online job boards at the click of a mouse, and correspondence with candidates is now largely automated and email-based.

But for Smith the most important benefit of Lumesse Talent Acquisition is the ability to create a talent pool that will ensure that when future vacancies arise, Framestore CFC will already have a database of interested applicants.

“We don’t use agencies so we depend wholly on direct recruitment or referrals. Lumesse Talent Acquisition will enable us to effectively track talent and this simply wasn’t possible before. Now if a graduate applies to us, we can keep that information on file and then track his/her progress in the industry. This then gives us the ability to target those who we believe are most suitable for whatever positions we will have available in the future.”

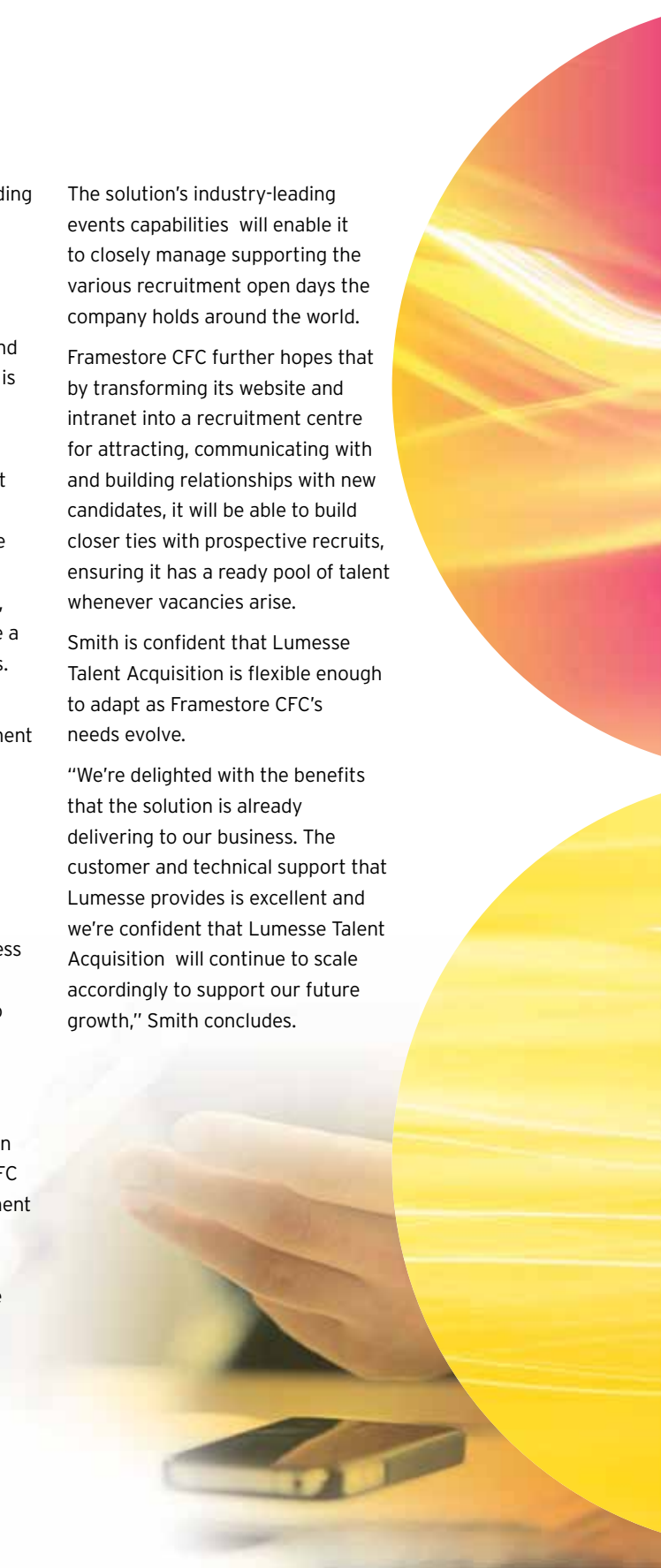
Whilst Lumesse Talent Acquisition currently provides Framestore CFC with a comprehensive e-recruitment system, Smith is considering implementing full onboarding functionality, including start date confirmations, offer letters and contracting, as well as skill and competency based candidate assessments and screening.

The solution’s industry-leading events capabilities will enable it to closely manage supporting the various recruitment open days the company holds around the world.

Framestore CFC further hopes that by transforming its website and intranet into a recruitment centre for attracting, communicating with and building relationships with new candidates, it will be able to build closer ties with prospective recruits, ensuring it has a ready pool of talent whenever vacancies arise.

Smith is confident that Lumesse Talent Acquisition is flexible enough to adapt as Framestore CFC’s needs evolve.

“We’re delighted with the benefits that the solution is already delivering to our business. The customer and technical support that Lumesse provides is excellent and we’re confident that Lumesse Talent Acquisition will continue to scale accordingly to support our future growth,” Smith concludes.



## In brief

**Solution:** Talent Acquisition  
**Industry:** Technology  
**Country:** UK  
**Employees:** 600

Privately owned Framestore CFC was formed in December 2001 as a result of the merger of Framestore and The Computer Film Company (CFC), two leading visual effects and computer animation companies. Framestore CFC is now the largest visual effects and computer animation company in Europe, with over 30 years of combined experience in digital film and video technology. Employing over 600 staff, Framestore CFC has offices in London and New York.

The company has won numerous international awards including two Technical Academy Awards from the Academy of Motion Picture Arts and Sciences and eleven Primetime Emmy Awards.

Providing post-production services for film, TV and commercials, Framestore CFC's portfolio includes work on such films as 'Superman Returns', 'X-Men: The Last Stand', 'Harry Potter and the Goblet of Fire', and 'Charlie and The Chocolate Factory'. Recent television work includes 'Ocean Odyssey', 'Space Odyssey: Voyage to the Planets', 'Sea Monsters', 'The Giant Claw' and 'Land of Giants' (Walking With Dinosaurs specials).

As an organisation that is at the forefront of creative technological innovation, Framestore CFC has fully embraced e-talent management software and services from Lumesse to help the company grow and succeed.

## 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](http://www.lumesse.com/get-in-touch)



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