

# Case Study - WebSecure Recruitment

## Company Environment

WebSecure is an e-business security firm, focused on providing innovative and secure e-business solutions to corporate customers across Australia (Firewall solutions, Content Filtering solutions, and Intrusion Prevention solutions to name a few).

## Business Challenge

Due to expansion, a need arose within WebSecure to recruit a number of new employees. They approached Future Platform to conduct the recruitment process, as Future Platform had been engaged previously to participate in strategic discussions and had also conducted an employee satisfaction survey. Taking this into account, Future Platform was in an ideal position to understand the existing culture and standard of operation within WebSecure. After discussions with the client, an online advertising strategy was developed as a means of attracting suitable candidates.

## Evolution in Partnership with Future Platform

The following provides an overview of the recruitment process:

1. Future Platform held discussions with WebSecure to ascertain their expectations such as candidate skill set, educational qualifications, industry experience and salary ranges
2. Following discussions a job advertisement was drafted by Future Platform and copy approved by WebSecure prior to posting on the internet
3. Advertisement responses were reviewed by Future Platform for suitability and potential candidates were interviewed using a behaviourally-focused questioning technique, that asks candidates to draw on their past work experience, giving specific examples
4. Future Platform presented the finalised shortlist to WebSecure which incorporated both candidate resumes and interview feedback
5. WebSecure then conducted interviews of their own, focusing more on organisationally specific factors such as technical capability and personality alignment

## Business Benefits

Future Platform allocates an account manager to the recruitment process who is responsible for all communication and service delivery. It is their role to fully understand the organisation's needs, building a detailed profile of the culture and client expectations.

By outsourcing their recruitment process to Future Platform, WebSecure reduced the administration hassles involved with such a process. They were also able to explore the market with a degree of anonymity, as their identity was only revealed to potentially suitable candidates. Due to Future Platform's existing relationship with WebSecure, there was already a solid understanding of the organisational history and group dynamic. As a result, Future Platform was well-equipped to assess both the cultural and job fit of interested candidates.