

How to attract and recruit Gen Y top talent

Sarah Hopkins
October 2013

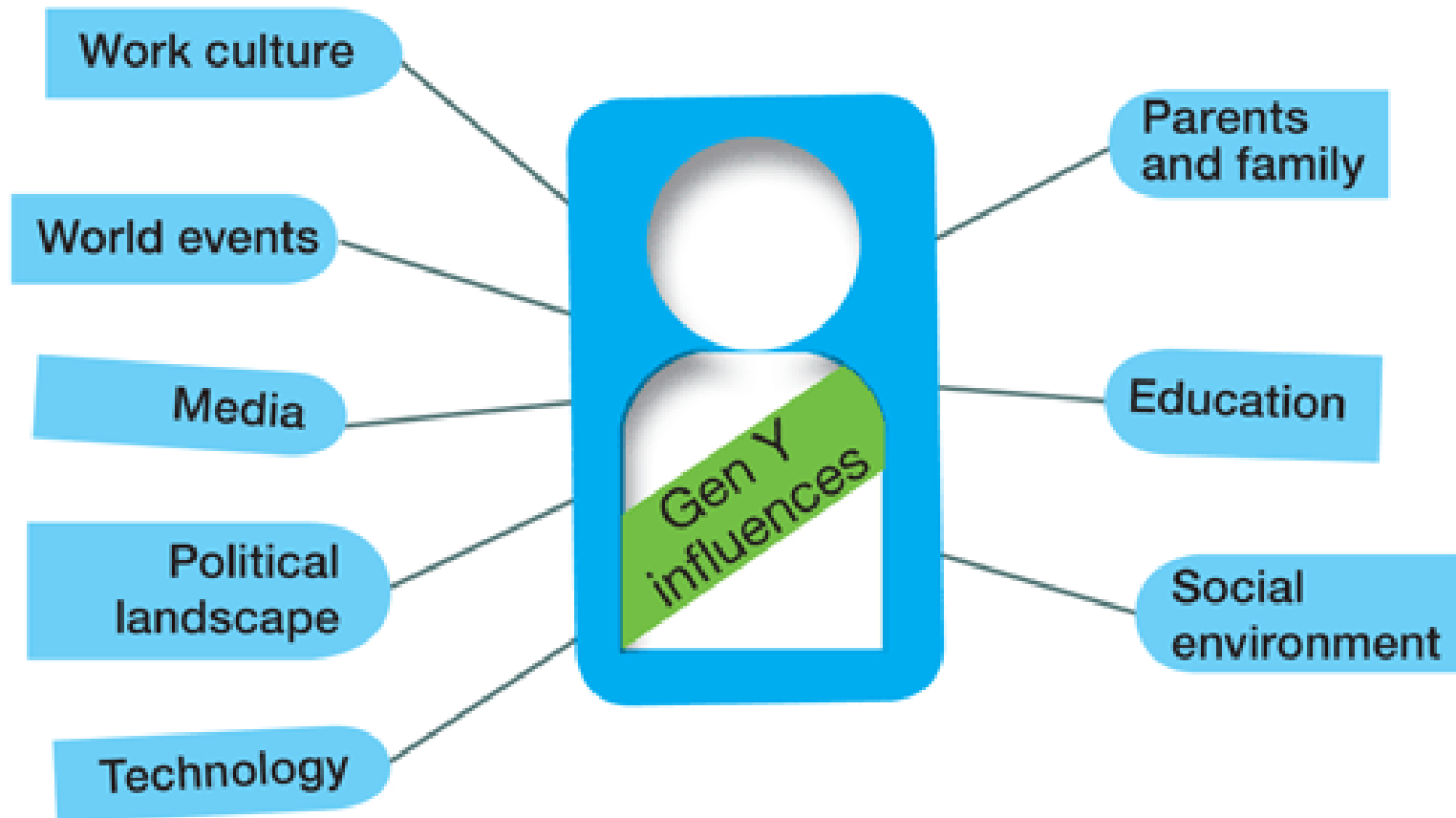
We're not all Channel 4



Understanding GenY



GenY influences



Source: Ashridge

Attracting GenY



Which of the following things do you believe make an organisation an attractive employer?



Base: All

Source: KPMG

Communicating with GenY



Knowledge Hungry

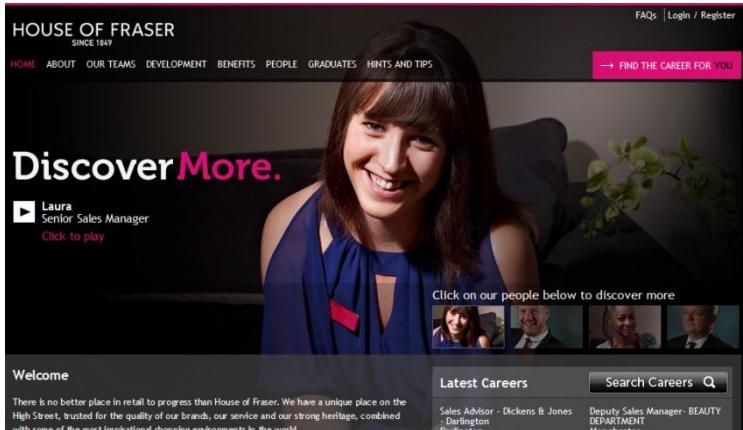
Multi-media

Search information

Quick response expected

Social alignment

Some examples



GenY will share experience



Oct 07, 2013



Culture & Values



Work/Life Balance



Senior Management



Comp & Benefits



Career Opportunities



No Opinion of CEO

“Emotionally taxing and consistent in misinformation from the top down.”



Customer Service Representative II (Current Employee)

Christiansburg, VA (US)

I have been working at DISH full-time for more than a year

Pros – Decent pay for a high school grad with no college degree, guaranteed 40hrs a week, direct supervisors (coaches) seem to be the best employees. P4P bonuses and sales payouts are alright, if you can make them. Generally decent opportunities for overtime.

Cons – Long hours sitting listening to people whine about trivial things with their television, cleaning up after other agents, offshore agents seem to do more harm than good, sales department almost always misleads customers, shifts are awful, uplink centers constantly going down and driving queues higher, not enough pay for what we put up with, unrealistic metric goals. Constantly adding calls to a skill type whether we have the training or not with no raise.

Advice to Senior Management – Fix your metric goals, actually spend some time on the phones and hear what your customers want. Reward agents for an overall job well done, rather than demoralizing after a month of strenuous hard work and stress keeping metrics to goal and missing one metric by half a percent. Rather than spend exorbitant amounts of money constantly hiring and training new hires and thrusting them on the phones (and leaving more for seasoned agents to clean up after), keep your experienced agents happy and we will do a better job. Lastly and probably most importantly, make abundantly clear what requirements are expected of agents and coaches and what constitutes what punishment. I am nearing my 2 year mark here and have yet to have my promotion that I was assured would be at 6 months of employment, because it either is changing or nobody gave consistent information on what I needed to do to earn it.

No, I would not recommend this company to a friend – I'm not optimistic about the outlook for this company



GenY will share experience



The Worst Companies To Work For In The U.S.: 24/7 Wall St.

24/7 Wall St. | By Douglas A. McIntyre, Michael B. Sauter, Alexander E.M. Hess, Samuel Weigley
Posted: 07/20/2013 3:38 pm EDT | Updated: 07/22/2013 3:11 pm EDT



Recommend

6,633 people recommend this.



The Worst Companies To Work For In The U.S.: 9 of 10

1. DISH

- > Rating: 2.3
- > Number of reviews: 831
- > CEO approval rating: 40% (Joseph Clayton)
- > Employees: 35,000

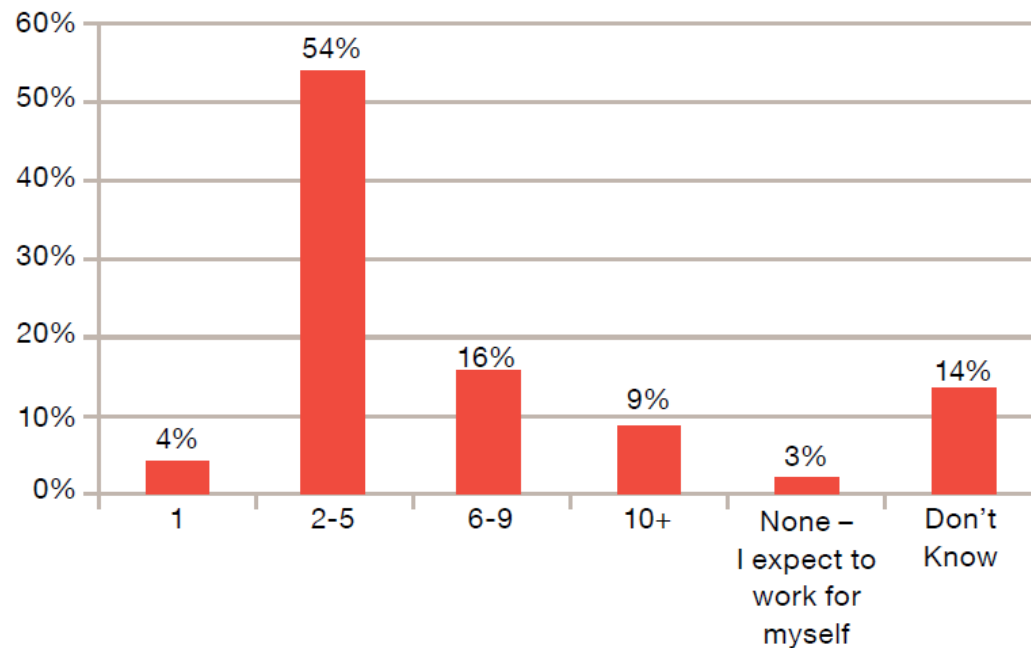
DISH has the unfortunate distinction of topping the list for the second year in a row. DISH shares many of the hallmarks of companies despised by their workers. With 14 million subscribers in a market with a recent record of overcapacity, the company is...

HUFF POST LIVE

GenY aren't lifers



How many employers do you expect to have in your career?



Source: KPMG



Top tips



- Be open, honest & clear
- Provide examples and beacons
- Link careers and lifestyles
- Give flexibility and choice
- Use multiple media channels
- Measure & adjust
- Respond quickly and decisively
- Keep door open
- Maintain contact



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