

**LOVEFiLM.COM<sup>®</sup>**

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**BlueGlue**

The Case Study.....

LOVEFiLM go from an in-house recruitment strategy to outsourcing with the BlueGlue Managed Service

**Company information:** LOVEFiLM have grown to become Europe's leading film and game subscription service, combining rental via post, online streaming and internet-enabled devices.

**Challenge:** To develop a recruitment solution to support LOVEFiLMs rapid growth in an informed and time efficient manner

**Solution:** Introduce BlueGlues Applicant tracking system and service offering into every department within LOVEFiLM, providing total freedom and control.

**Results:** Reduction of 40% in hiring costs, complete confidence from management team of BlueGlue's capabilities, and the benefits of outsourced recruitment and reduced administration and time requirements.

"We have undoubtedly benefited from BlueGlue's managed service over the last 3 years in terms of improved process, time to hire and significant cost saving"

Jim Buckle - COO

## Managing explosive growth at the nation's favourite film website

LOVEFiLM's growth has been impressively fast; 9<sup>th</sup> in The Sunday Times top 100 fastest-growing 2010. This growth was bolstered by innovative new offerings, as well as the acquisition from Amazon at the beginning of 2011. Their initial demand for skilled and experienced technical employees continued and developed at a rate which they found difficult to keep up with. Without the adequate workforce in place, LOVEFiLM's impressive growth could have been jeopardised.

BlueGlue's hiring solution enabled LOVEFiLM to continue to grow its headcount in line with its exploding business. BlueGlue also introduced better processes and procedures to reduce time to hire, allow HR to control the hiring process without having day to day involvement and reduce costs of hiring.

Since BlueGlue have been on board to drive recruitment, LOVEFiLM have won awards such as Fastest Growth Business, Sunday Times Tech Track Award, and Top 50 Fastest Growing Media Companies.

## BlueGlue delivering across all verticals

**Lyndsay Rockey Head of HR at LOVEFiLM** said "We were looking for a solution that was going to deliver across all areas of our business, as well as a company that truly understood what we stood for- BlueGlue grasped that from day one."

BlueGlue rolled out its service offering to every Department within LOVEFiLM, – the initiative was very much driven from HR but with the buy in of all the recruiting heads.

The BlueGlue web portal suits the self-service structure LOVEFiLM wanted, allowing hiring managers to take responsibility for their own roles whilst allowing HR to keep an overall view of the hiring process.

## Results that speak for themselves

Over 3 years down the line and LOVEFiLM's management team is totally confident and supportive in the solution and the Head of HR has been released from the rigmarole outsourcing recruitment.

Lyndsay Rockey said "The BlueGlue team worked extremely hard in ensuring the initial phase of the outsource went very smoothly, we all then built on that and we have seen great results with reductions in administration time and over 40% reduction in recruitment costs."

BlueGlue has grown LOVEFiLM from 90 heads at sign up stage, to a current figure of 270.

## About LOVEFiLM

LOVEFiLM International is one of the most respected entertainment and film subscription companies in Europe. The value of their brand and their focus on customer service has kept them ahead of the market and made them the industry leader, accelerated by their acquisition from Amazon this year.

LOVEFiLM have five values they consistently work to; passion, loving the customer, being famous for the right stuff, remaining innovative and working as an all-star cast. They deliver a quality service by listening to customers and continually improving their experience through new service ideas.

LOVEFiLMs growth has been impressively fast, (2nd in The Sunday Times Fastest growing technology companies 2008) helped by innovative new offerings, as well as acquisitions. Since their launch they have made a combination of 10 mergers and acquisitions across Europe, culminating in the highly successful acquisition from Amazon in January 2011.

LOVEFiLM is different, it is a community of film lovers. The active membership base of over 1.5 million share their views on films, values and interests. LOVEFiLMs current members have generated over 56 million film ratings and over 600,000 reviews and film blogs. In the UK it is the third most visited Entertainment and Movie website and in total the business has over 1.7 million unique visitors every month.

## About BlueGlue

BlueGlue is the brainchild of Bill Ingram (MD), a former recruitment consultant and David Johnson (FD), who has been CFO for a variety of high end technology companies.

Bill's position in the industry meant he could clearly see failings within the hiring processes of entrepreneurial technology companies, in terms of cost, efficiency and quality. As a CFO himself David knew the industry was crying out for a recruitment service that could drive down cost and release hiring managers from the rigmarole of candidate arrangements and paperwork.

**Seamless, simplistic and contemporary approach to recruitment: BlueGlue.**

We manage our clients hiring process from beginning to end, from taking job briefs to writing adverts, sourcing quality candidates to booking interviews. We act as an extension to the clients HR department, without them having to incur the costs of an in-house recruitment team.



## Service and support

BlueGlue's managed service includes three key strands which operate together seamlessly.

**Account Management:** A Client Service Manager and a Research Manager from BlueGlue are allocated to manage the entire hiring process based on a real understanding of individual business and technology environment and recruitment needs.

**Recruitment Portal:** The unique web portal uses workflow software to automate all the time-consuming, low value processes involved in recruitment.

**Research:** BlueGlue have 2 dedicated candidate focussed teams, **RESEARCH** and **STALKER**, that truly understand the markets we operate in and we use our recruitment expertise and in depth knowledge to seek out passive and active candidates for your business.... **Talent needs stalking**

Each of these activities is mutually supportive. In combination they provide a powerful business and process model for recruitment, geared to the needs of fast-paced businesses and its hiring requirements.

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