

CASE STUDY

HITCHING A RIDE WITH LEVC



THE BACKGROUND

London Electric Vehicle Company (LEVC) is the leading global manufacturer and retailer of the fully accessible, purpose-built London Taxi. They are universally acknowledged for creating the famous Black Cab, now an international icon. In February 2013, LEVC became part of the Zhejiang Geely Holding Group, with a new vision to see the iconic London Taxi on the streets of every major city across the world.

They have two manufacturing plants, one in Coventry, the city where the iconic Fairway London Taxi was born and one in Shanghai, which produces vehicles for export markets. They pride themselves on the instantly-recognisable and robust design of their hand-built Black Cab, renowned for its ability to cover hundreds of thousands of miles during a lifetime of use.

THE CHALLENGE

With the support and financial commitment from their parent company, Geely, LEVC launched their next generation of taxi, the TX5 hybrid. Since 2013 Geely have invested 300 million GBP into a new factory in Coventry that will build the TX5 and a range of light commercial vehicles. This investment created over a hundred new job opportunities which left LEVC reviewing their agency partners.

LEVC had concerns over their current recruitment partner's service level, and so decided to go out to tender. After a short period of temporary supply, Encore proved that they could deliver the partnership that LEVC required and were awarded a 2 year sole supply contract.





The requirement was "to feel the pain" with LEVC.



THE SOLUTION

LEVC required a wide range of skills to ensure the early stages of the prototype build were successful. Encore were tasked in finding people from backgrounds including automotive manufacturing, mechanics, auto electricians, mechanical fitting, and rectification. Encore utilised their featured recruiter system, social media and bespoke paid advertising campaigns to get the roles out to prospective candidates.

Encore and LEVC developed a 4 stage vetting process to ensure the right candidates were being offered:

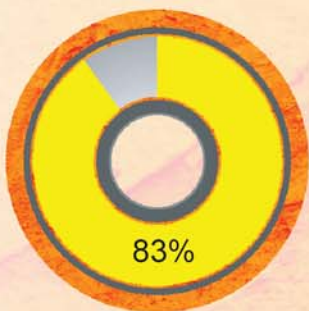
-  Encore – Telephone vet
-  Encore – Face to face interview
-  LEVC – Face to face interview
-  LEVC – Skills test and team based assessment

Often intakes of new starters would be between 10 and 40 at any given time, therefore it was important to ensure all candidates were given the correct information prior to their start date to ensure efficiencies. Encore implemented an on boarding meeting, giving all new starters the opportunity to meet each other ahead of their start where we could go through all the important information and give the new recruits the opportunity ask any questions they may have.

THE RESULTS

Encore and LEVC have built a fantastic working relationship over the last 2 years, going through the day to day challenges together.

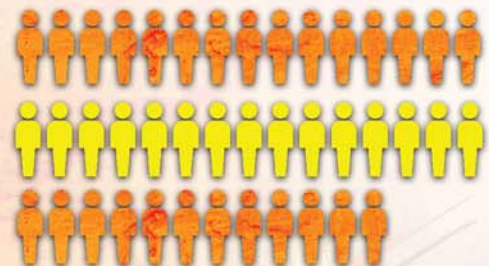
Encore have had the following success:



Success rate



158 associates have started employment



42 associates offered permanent positions with LEVC

Through weekly on site presence from Encore and the daily communications with the stakeholders, it has enabled Encore to be an extended arm of the LEVC HR department.