



The Challenge

Effective recruitment - matching the right person to the right job

CSC had chosen to switch from its traditional focus of growing its IT outsourcing services to working closely with clients to create more tailored services that would meet their precise needs. More salespeople were needed to spread the word about this service; specifically senior sellers and salespeople with consulting expertise. It was essential to find people with the abilities that were required for the role and to outmanoeuvre competitors such as IBM, Accenture, and Fujitsu. Silent Edge was asked to help create a recruitment system that would quickly, accurately and fairly assess potential new recruits, matching the right person to the right role.

The Results

- Deep insight into the performance of salespeople in live meetings giving managers a blueprint upon which to base more effective coaching plans
- Quality of coaching within the organisation has dramatically improved
- Greater engagement at executive levels around complex strategic issues; a key requirement of the new CSC strategy
- Significant reduction in the time it takes to onboard new recruits

“Individual evaluations have provided deep insights into how well our salespeople perform, highlighting coaching priorities for our sales leaders. The evaluation process is helping to ensure that we’re selecting people to a consistently high standard of sales capability, and defining exactly what each new hire needs to focus on to reach productivity as quickly as possible.”

Sales Strategy & Enablement - Asia, Middle East, Africa & ANZ, CSC