

Case Study: Apprenticeship Programme for Leading IT Services Provider



Since 2008 Kelly Services has supported Fujitsu, a leading provider of information technology systems, services, and products, with a comprehensive Managed Services Programme throughout the UK.

The Background

Employing 14,000 people across the UK with annual revenue of £2 billion, Fujitsu designs, builds and operates IT systems and services for large-scale clients in both the public and private sectors. Their services include consulting, applications, systems integration, managed services and product solutions for a wide range of customers across many commercial sectors as well as government and defence. Kelly's full Managed Services Programme, is responsible for sourcing and recruiting a 350-750 scalable temporary workforce across 21 Fujitsu locations throughout UK and Ireland.

The Challenge

As a result of Kelly's close partnership with Fujitsu, they were approached to apply their knowledge and experience to assist in the recruitment for a nationwide Apprenticeship Programme.

Initially Kelly was asked to source candidates for a two year Apprenticeship Programme where a temp-to-perm contract was offered to each apprentice. This process was then revised with Kelly supporting the latter stages of the recruitment programme, assisting individuals who had elected to join the programme.

As this programme was under development, a key challenge was to adapt to the changes in process, whilst providing the same high level of service and support that Fujitsu had come to expect from Kelly's long association with their organisation.

The Solution

Initially the focus was on sourcing suitable candidates for IT, light industrial and procurement placements at sites in Cumbernauld, Warrington and Telford. The apprenticeships were two years in length and offered training across different skill sets such as business administration, IT, media design, finance, HR, digital print, logistics, team leading and management. The qualifications the apprentices work towards included:

- IT Diploma level 2 and 3. Covering Diplomas in ICT Professional Competence (QCF), Key Skills in Information and Communication Technology - Level 2, Certificate in ICT Systems and Principles (QCF), Functional Skills qualification in Information and Communication Technology (ICT)
- Business & Administration Diploma level 3
- Finance & Accountancy (CIMA)

Kelly contributed to the development of the Apprenticeship Programme by applying their in-depth knowledge of Fujitsu's culture, structure and individual team requirements, providing on-site and HR support for the apprentices. This hands-on approach enabled them to offer suggestions for review of the recruitment process as the programme has evolved. This has included the creation of a new performance measurement assessment tool.



Outcomes

Since January 2012, Kelly has assisted in the recruitment and HR management of 29 apprentices, of which 25 have now converted to Fujitsu fixed term or permanent contracts. Kelly continues to recruit and manage the early stages of the apprenticeships on behalf of Fujitsu.

The new performance measurement assessment tool developed by Kelly has been adopted by Fujitsu across their entire Apprenticeship Programme, which consists of over a 100 apprentices nationwide.

Currently candidates are employed through Kelly for the first 3 months of their programme allowing both the apprentices and the company an opportunity to assess whether the apprenticeship is correct for the individual.

Summary

- Industry:** IT Services supplying to Retail, Financial Services, Telecoms, Government, Defence
- Scale:** 29 Apprentices to date
- Timescale:** On-going since 2012
- Skills:** 70% white collar, 30% blue collar across IT Helpdesk, Field Engineers, Data Entry, Warehouse/Light Industrial, Finance, HR, Procurement
- Service:** Apprenticeship Programme.

"As I rolled out an apprentice scheme across our sites, I initially chose to recruit through Kelly Services. This decision was as a direct result of the previous support and joint facilitation that they provided throughout my temporary resource community. I wished to ensure that the on-site service, HR support and the pastoral care provided to the temporary community were replicated with our apprentice community. Our young new recruits would require a high level of support and guidance, and with Kelly at my side, this is exactly what they receive. Kelly assisted me in the recruitment, induction and initial guidance of our new recruits, and continue to do so."

Resource Manager, Fujitsu

Key deliverables:

86%

of apprentices converted to Fujitsu contracts

29

apprentices placed with Fujitsu



Performance measurement tool rolled out across business



Adaptable service offering to meet customer requirements