High-end recruitment firm ChapmanBlack uses Viddler to slash costs and create a powerful, unified approach to its global team training.

In the global economy, companies must be exceptionally nimble when it comes to hiring talented people. However, the traditional recruiting process is too often transactional and reactive. It’s a problem when it comes to filling senior positions, which is a buyer’s market—especially in technology-intensive sectors. Fortunately, innovative recruitment agencies like ChapmanBlack have stepped in to help companies cope.

The U.K.-based firm offers a proactive, partnership-based approach, according to Co-Founder and Director Adam Metherell. “Our Advantage model provides a dedicated account team for each of our preferred clients,” he noted. “We also offer Secured Search, where our recruitment experts help our clients identify top performers who are not necessarily active in the job market.”

ChapmanBlack and sister agency, Elliott Browne International, are both owned by the Endorsed Group, with offices in London, Düsseldorf, New York, and Ann Arbor, Michigan. Between the two agencies, there are over 200 recruiters using this personalized, high-skill process. Metherell noted that the group is expanding and seeking more associates—all of whom will need training.

WITH VIDDLER, THE REMOTE TRAINING SUPPORT BURDEN AT CHAPMANBLACK WAS REDUCED BY OVER 70%.

MAINTAINING RECRUITMENT EXPERTISE

With such a proactive approach, team members must be highly skilled in recruitment tactics. Each new associate goes through a 3-week induction process at the firm’s London office. So far, Metherell is satisfied with the results of this initial training, but found that ongoing, follow-up training presented a problem—especially for the company’s overseas locations. “We needed a better way to handle remote training,” he said.
Using Viddler for training delivery helps knowledge-intensive businesses scale.

The company decided to go with online video. Recently, Metherell began creating an extensive library of training content, touching on each aspect of the ChapmanBlack approach. To deliver that on-demand content worldwide—securely, and on any device—he turned to Viddler.

“We were especially happy with Viddler’s approach, and their responsiveness to our unique requirements,” he said. “We have about 200 associates in multiple locations. Each time someone has a process question, it costs us about 5-10 minutes of valuable time to coach that person through an issue. That adds up. It can be well over 10 hours a week, which means over 60 days in a year! With an on-demand video library, those questions go way down. By using Viddler, we can reduce our remote training support burden by over 70 percent.”

MOVING FORWARD

Cost savings are only part of the program. Metherell noted that the firm’s New York and Düsseldorf offices have especially benefitted. “People in our remote offices were very happy,” he said. “Having a unified approach to training has given them access to the same methodology as those who received immersion training here in London.”

Having a unified training approach is particularly important for growing companies that are dependent on the skill levels of their workforce. ChapmanBlack’s choice of Viddler for training delivery will help them scale their knowledge-intensive business around the world. “Conveying our unique methodology, in a secure learning environment, is a key part of our potential growth,” he said.

Metherell is also looking forward to implementing Viddler’s newer features, including adding multiple choice questions at any point in a video—and reporting on individual user responses. For ChapmanBlack, the video training journey is just beginning.