



INNOVATIVE SOURCING OF RARE SKILLS

HIGHLIGHTS

Allegis Global Solutions (AGS) used innovative sourcing practices to find, attract and hire quality candidates with rare skillsets, allowing our client to progress with their global organisational initiatives.

CLIENT OVERVIEW

Our client is one of the world's top general insurance and reinsurance companies, with operations in all key insurance markets. They employ more than 14,700 people in 37 countries.

SITUATION

Analytics, specifically data science, is relatively new in the world of commercial insurance, and is driving a paradigm shift in how insurance business is undertaken. Analytics was identified by our client as one of six key global priorities.

CHALLENGE

AGS was tasked with hiring an initial six individuals with technical expertise in machine learning, predictive algorithms and business analysis to address a number of critical, global greenfield initiatives.

Our key challenge was that the insurance industry was not seen as an obvious or attractive industry for those with data science skillsets. We quickly realised that the top candidates were typically attracted to start ups and technology companies.

SOLUTION

After only limited success using specialist data science agencies, it was clear we had to completely review our strategy. We identified two key focus areas:

- Crafting a strong Employer Value Proposition (EVP)
- Establish our client's brand in the analytics space

Compelling story and EVP

We first needed to gain an understanding of the market and what the candidates motivators were. With this in mind, we arranged a **'Supplier Round Table'** with number of agencies. We had an open discussion around the data science market, organisations competing for this skillset, candidates attraction, and candidates drivers.

We were then able to create the compelling story. Our client's blend of being an established, global insurer undertaking a number of greenfield analytic initiatives made this an exciting opportunity to be part of.

Establishing a brand in the analytics space

Establishing our client's brand within the Analytics space was also a key priority. Whilst existing members of our team were already speaking at various relevant events, we felt it was necessary to do something on a larger scale in order to 'launch' our client within this space.

After researching our options we decided that a 'Meetup' was the best way to achieve this. We hosted the first **'Data Science within Insurance'** Meetup, which was attended by over 100 data scientists, who got to hear about our client's exciting career opportunities, as well as what the insurance industry had to offer as a whole.

RESULTS

The Meetup was attended by over 100 data scientists, and all suitable candidates were added to our talent pool. We worked with our client to identify target candidates, who our sourcing team then approached.

The result of this and, continued networking, and traditional sourcing methods meant our sourcing team was able to fill all 6 roles.

We continue to recruit this sought after skill set for our client using innovative sources methods. We hold regular data science Meetups, as well as utilising additional channels such as the Silicon Milkroundabout, hired.com, and the UK Data Sciences Festival.

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ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide.