



CASE STUDY

Dedicated Resource Partner Through Organisational Transformation

Introduction.

Founded in the US in 1968, **TransUnion** is a leading consumer credit reporting agency. With a global customer base of over 65,000 businesses, TransUnion is a leader in the global consumer identity and access management market. This fast-growing market is projected to hit US\$16,500 million by 2026.

In 2015, TransUnion acquired Trustev - a global provider of fraud detection and digital verification technology for the eCommerce and Financial Services sectors. The \$44 million deal was made with the intention of making the Cork site TransUnion's European Development Hub.

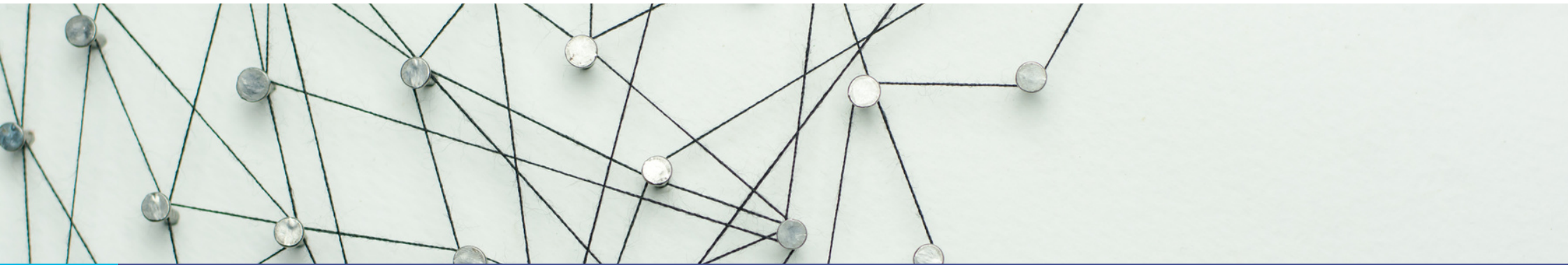
Trustev's acquisition by TransUnion is a key success story for Cork's FinTech start-up ecosystem. Berkley has supported the growth of both organisations over the years as they grow their presence in the market.

Forming An Initial Partnership with Berkley.

TransUnion first approached Berkley to partner on their recruitment campaigns in 2017. Over the subsequent years, Berkley's Business & Technology team placed candidates across a wide range of areas including:

- Software Development
(with an emphasis on the .NET framework)
- Quality Assurance (Manual & Automation)
- Scrum Master
- Infrastructure
- Data Science / Data & Analytics
- DevOps
- Graduate roles

TransUnion specifically sought out candidates with a growth mindset as these individuals would likely enjoy the best cultural fit within the team.



Finding the Right Partner to Tackle Recruitment Challenges.

In order to fill these roles in an effective and timely manner, TransUnion required a search partner with the insight and ability to unearth and assess suitable candidates for these key positions.

The permanent division of Berkley's Business & Technology team was ideally placed to support this. A project team was soon mobilised with consultants tapping into the talent pools Berkley had generated over the years.



The Challenge.

In today's competitive and fast-paced market conditions, it's critical that a positive candidate experience is delivered at every stage of the recruitment process.

A key recruitment challenge facing TransUnion was the lack of a set interview process. This lack of structure and organisation delayed the hiring process which, in turn, led to a high candidate drop-out rate.

To rectify this, our consultants advised on how to form a fast, efficient and engaging interview process based on best practices in the technology sector. In the end, TransUnion implemented a new hiring process centred around thorough candidate screening and one round of interviews.

As a result of the new and improved hiring process, TransUnion made several successful hires and significantly lowered its candidate drop-out rate.





Strategy.

Berkley devised the following strategy after conducting an in-depth and methodical analysis of the market which mapped key organisations and identified key target candidates, referrers and sources of information.

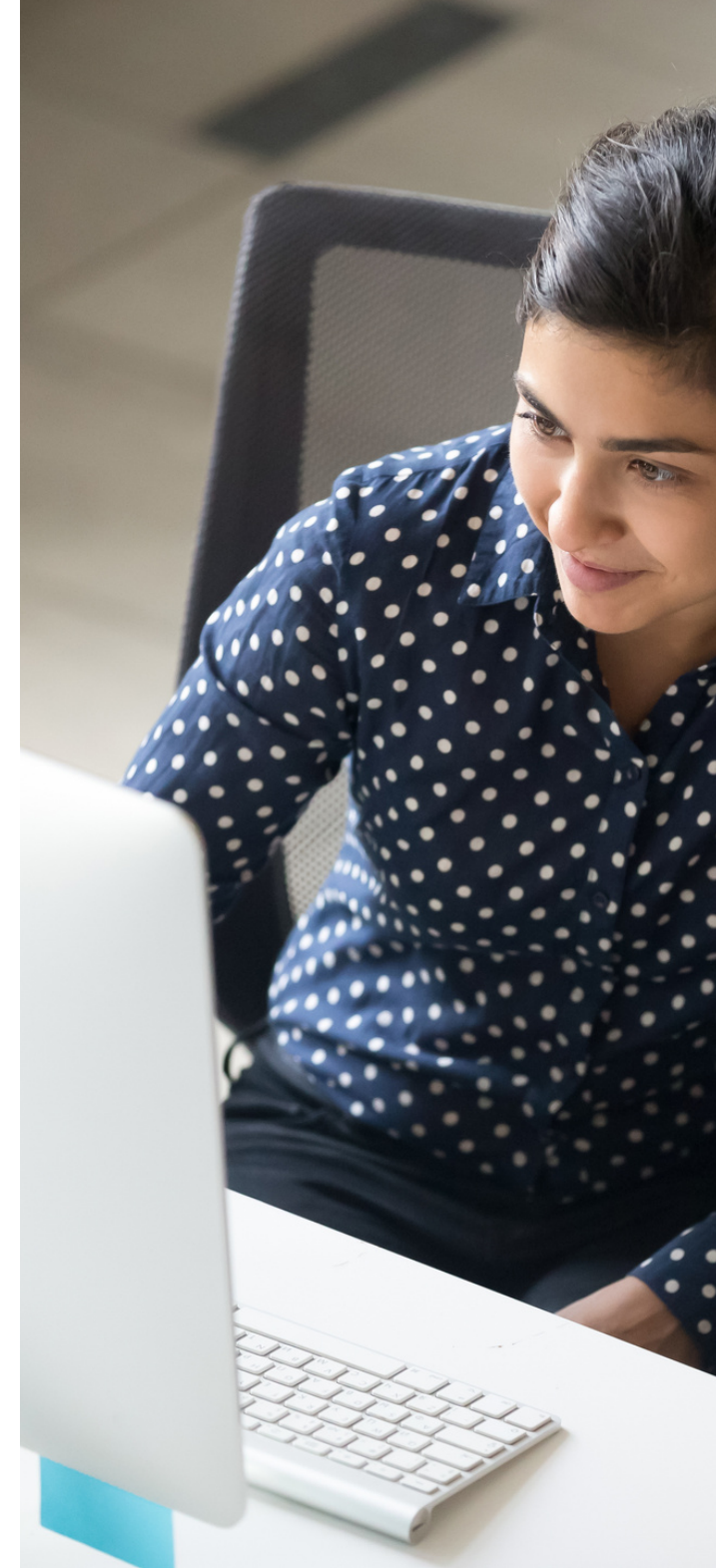
Targeting Active & Passive Candidates.

Berkley proposed a strategy that brought together 'under the radar' and 'on the radar' attraction tactics to capitalise on both passive and active candidates.

Based upon initial consultation with TransUnion, a sourcing strategy was designed to target talent working with Product Development Houses, Consultancies, and Development teams within Multinational organisations.

Key attraction and selection tactics included:

- **Targeted Headhunting:** Our team targeted candidates who were already working within similar companies. Specifically, our consultants focused on companies that shared a similar level of customer focus and service orientation to TransUnion.
- **Berkley Network Engagement:** Our consultants utilised our existing client network in the technology sector to uncover potential candidates who were performing equivalent roles for other companies.
- **Referral Campaign:** We launched an incentivised referral programme for our existing network in technology.
- **Passive Candidate Engagement:** Our consultants leveraged market and competitor mapping to attract passive candidates.
- **Active Candidate Pool Engagement:** We promoted the roles to Berkley's active talent pool by employing numerous attraction techniques including database search, social media, job board advertising and blogging.



Results.

Our team of dedicated consultants worked hard to understand the organisation's unique culture. Having conducted thorough research, they then employed numerous tactics to attract and source local candidates who would be the right cultural and technical fit.

From 2017 onwards, Berkley successfully placed candidates for a wide variety of roles across many diverse skill sets, including:

- DevOps Engineers
- Scrum Masters
- .NET Developers
- Test Engineers
- Software Engineers
- Data Scientists
- Product Owners
- QA Automation Engineers
- QA Manual Engineers
- Software Development Manager



We have used Berkley for a long time now but for myself, in particular, the relationship flourished over the last 18 months. Berkley has done an exemplary job of helping us to recruit excellent talent. In the “Great Resignation” era, it can be a difficult and time-consuming effort to get high-quality candidates in the door but my experience with Berkley made this both efficient and pleasant.

Each process was suited to my calendar and Berkley was, and still is, always respectful of this, something which I really appreciated. They took a genuine and invested approach to understanding our needs and always delivered great candidates.



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For further information on this resource project,
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