



Vanson Bourne | Client Case Study

Since 1999, Vanson Bourne have specialised in helping technology vendors understand and talk to enterprise organisations across the globe. Clients use their research to get press coverage in major publications, to generate millions of engagements and business leads, and to discover new markets and opportunities.

Working on individual client commissions, Vanson Bourne work closely with their clients throughout a project, from concept and purpose right through to delivery.

Working to understand their clients' objectives, they define and refine questions that will deliver the right data, and build a story so that everyone understands what the research says, what is most exciting and compelling.

With the appointment of a new Managing Director, Vanson Bourne had ambitious plans for change, which would have an impact on the company's structure and culture.

Keen to improve communication channels and to include and support employees through the change, Vanson Bourne sought a professional and reliable HR company to help them achieve their goals.



Vanson Bourne's Operations Director, Jo Weeks had previously encountered Katie Aldridge, Director of HR Dept at a number of local HR networking events.

Attending an HR workshop run by Katie, Jo found Katie to be exceptionally knowledgeable, supportive and helpful.

With their customer focused values of integrity, quality and teamwork, HR Dept stood out as a professional, reliable and trust-worthy team to support Vanson Bourne and their growing business.

The initial brief was for HR Dept to support Vanson Bourne in reviewing their HR strategy and to develop HR practices within the business.

Proving that their values are at the core of everything they do, Katie and the team really got to know the staff at Vanson Bourne, their needs and aspirations, working at all times to build satisfaction and commitment.

Surpassing Vanson Bourne's expectations of the services and quality they were able to offer, HR Dept were tasked with a wealth of further projects.

"HR Dept have surpassed our expectations. We really value the relationship we have with them as a trusted partner."

Jo Weeks - Operations Director, Vanson Bourne

Always acting with integrity, Katie and the team at HR Dept provide advice and support based on doing the right thing, considering the circumstances, the legal framework, and industry best practice.

Their work with Vanson Bourne was no different, offering services which always considered: is it right, is it fair, is it kind?

Work carried out included:

- Revamp of documentation to ensure that it fitted with company culture and was legally compliant
- Review and redesign of company bonus scheme linking to company profitability
- Support, advice and guidance on sensitive employee issues
- Redefining roles to align with business and functional strategy

"HR Dept have really taken the time to understand our business and culture and tailor their advice to best suit us. Both Katie and Jade are excellent at assessing the situation and working with us to find the best solution."

Jo Weeks - Operations Director, Vanson Bourne



“Collaborative working has been critical to the success of the relationship, clarity on the objectives, identifying the challenges and risks, and working together to manage and achieve.”

Katie Aldridge – Director, HR Dept

Vanson Bourne put all their clients in the hands of an experienced team to guide them through their exacting process. It is therefore fitting that company culture strives to develop their team members both in-house and to recognised industry qualification standards.

Realising this as a crucial part of company culture, HR Dept advised and fully supported on:

- Introduction of appraisals, provision of management and employee training
- Introduction of career pathway to allow for progression within the company
- Review of employee benefits against industry standards, introducing new benefits that align with company culture and were overall cost-neutral



Every working relationship has its challenges, but ensuring there is clarity on the business strategy, the objectives and the timeframes for achievement means HR Dept deliver professional, knowledgeable and accurate advice and support time and time again.

Proud of their effective communication and evaluation systems which support businesses, Katie and the team support, coach and mentor to ensure all businesses can become the best that they can be.

HR Dept are proud to have built a continuing, trusted partnership with Vanson Bourne, offering a comprehensive outsourced HR service at a fraction of the cost of in-house provision.

“HR Dept care about the success of HR within our business. There’s never a question too small, or too big, that they aren’t really keen to help us with. From quick questions to knotty issues, they always make themselves available to support us and their wealth of expertise and experience is evident in the advice and support they provide.”

Jo Weeks – Operations Director, Vanson Bourne



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