

## Amazon

*JAM employs dedicated team to look after UK and Germany recruitment for Amazon.*

### Challenge

In mid 2016, Amazon were in the midst of a period of huge European growth. With multiple fulfilment centres, sortation sites and delivery stations due to open across the UK, Germany, Spain, Italy and beyond, Amazon had a tough challenge ahead of them in regards to recruitment.

Due to the sheer scale of growth, Amazon needed a recruitment agency who could partner with the business and deliver a high volume of exceptional candidates. As a business which views themselves as the greatest and most innovative company in the world, Amazon would only consider exceptional individuals who can show their commitment to the 14 Amazon Leadership Principles.

### JAM's Solution

After previous success, Amazon turned to JAM in late 2016, to take responsibility for UK and Germany recruitment (over 100 anticipated new roles).

Roles included Operations Managers, Senior Operations Managers and Area Managers, and Amazon required exceptional, upper quartile individuals who could demonstrate that they could live and breathe their Leadership Principles

JAM employed a dedicated team to work solely on the Amazon project. JAM analysed the existing process, reviewed the challenges and implemented the following:

- Market mapping exercise to understand and reach the talent available in the local area(s).
- Extensive call at work projects to reach passive candidates with niche skills across Europe.
- Designed and implemented a bespoke and comprehensive recruitment process to keep candidates engaged throughout.
  - This included:
    - Candidate qualification calls.
    - Stage one telephone interviews conducted by JAM in place of Amazon. All candidates engage in a comprehensive Amazon approved competency based telephone interview, prior to submission.



#### CLIENT

- Global electronic e-commerce company

#### CHALLENGES

- European expansion
- High volume of high quality candidates required
- Keeping candidates engaged in a complex recruitment process

#### JAM'S SOLUTION

- Market mapping
- Recruitment process planning
- Dedicated team with individuals assigned to specific stages of the process
- Marketing solutions
- Working in partnership with Amazon

#### RESULTS

- Over 91 job offers to date (February 2018)
- Granted access to roles beyond our original remit
- Continued positive relationship

This interview is based around candidates giving real life examples of putting the leadership principles into action, utilising the STAR format.

- Interview preparation prior to Amazon interview(s).
  - Interview preparation pack - which includes information on the Amazon Leadership Principles, guidance on utilising the STAR format, the interview process and mistakes to avoid.
  - Interview preparation call – this is an in-depth call with the candidate ahead of an interview which will explain the interview structure and go into detail on the candidates’ understanding of the Amazon Leadership Principles.
- Regular strategic reviews to cement best practice and foster a culture of continuous improvement.
- Fully transparent and collaborative relationship with Amazon.
- Weekly review meetings with the Amazon recruitment team.
- Marketing solutions which include candidate attraction packs, interview preparation packs, social media campaigns, video job adverts, candidate engagement campaigns and targeted email and SMS campaigns to promote the roles to JAM’s database.

## The Results

Since becoming a recruitment partner for Senior Operations and Project Management to Amazon in December 2016, JAM’s candidates have received over 91 job offers (correct as of February 2018).

JAM is now perceived as an integral partner to Amazon, and as such has now been granted access to roles beyond our original remit. This includes roles within the areas of Engineering, Finance, HR, IT, Loss Prevention and Supply Chain, based in locations such as Czech Republic, France, Italy, Poland and Spain.

