

Royal Mail

Commercial function restructuring



With an increasingly competitive landscape and ongoing regulatory challenges, in 2008 Royal Mail restructured its sales and marketing functions comprising almost 3000 employees, to create a commercial environment that excels in the creation of value for our customers and business.

Critical to the success of this project was a swift, valid and robust assessment process to ensure that we had the best people in the right jobs as quickly as possible.

Talent Q supported this through two stages

The first involved designing and delivering assessments for the Executive team, followed by assessment of 120 of their potential direct reports.

Secondly, Talent Q developed the assessment process for over 480 managers, delivered via a recruitment outsourcing partner. The whole process from design to implementation took three months within a complex and challenging industrial environment.

The robust assessment process ensured high levels of validity post appointment; minimal numbers of appeals – all of which were resolved quickly – and we deployed a highly experienced team to conduct the assessments themselves. In particular we enabled Royal Mail to deliver their strategic objectives for the new business functions within cost and to time.