

CASE STUDIES, GUIDES & REPORTS

Yelovest - Recruitment & Retention Case Study Brochure

Multi-client B2B case-study brochure

Using customer evidence to turn a specialist recruitment process into a commercial proposition.

THE BRIEF

Create a brochure that demonstrates how Yelovest's permanent recruitment and retention approach can reduce dependence on temporary agencies and deliver measurable savings for haulage businesses.

MY ROLE

Brochure structure · Case-study copy · Interview material · Proposition development · CTA

AUDIENCE

Haulage MDs, operations leaders and recruitment decision-makers.

APPROACH

Open with the commercial cost of temporary staffing, explain the five-stage methodology, then use several customer and candidate stories to prove savings, retention, service quality and breadth of recruitment capability.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger case study, guide or report. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / SELECTED COPY

Lead with the commercial problem

Rather than beginning with Yelovest, the brochure starts with agency cost and dependency - a problem the target reader already understands.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Permanent Recruitment and Retention Services Delivered By Haulage Experts

With 100% Accountable Savings On Agency Fees That Add To Bottom-Line Profits

But what if it didn't have to be this way? What if it was possible to start immediately recruiting permanent staff who are closely matched to the exact requirements of your vacancies, and are looking for a long-term career with you?

Here's how Jack Richards' Palletline and core haulage business was able to reduce their Agency spend on temp drivers from £3.8m to £900,000 in the first year, and add £425,000 to their bottom-line profits.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The extract is presented in context to show how the piece combines useful information, persuasive structure and a commercially relevant next step.

02 / SELECTED COPY

Layer proof across different customers

Multiple case studies show that the proposition is repeatable rather than dependent on one exceptional result.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Yelovest have placed 18 permanent HGV drivers in the last eight months. Driver retention has been pretty good, with about 80% of Yelovest's drivers still with us after some time.

Throughout the last twelve months we haven't actually used any agencies. No subbies, no agencies whatsoever. We eliminated all of that cost. So for the three months up to peak we saved between £10,000 and £15,000 per month.

So How Can You Start To Recruit A Solid Team Of Permanent Staff That Remain Loyal, Happy, And Deliver Excellent Service To Your Customers?

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