



Company: Triumph Motorcycles Ltd
Business Area: Motorcycle Manufacturer
Provided by: Andy Gawthorpe, Regional Director

Background

First established in 1902, Triumph Motorcycles celebrated 110 years of motorcycle manufacture in 2012. For more than two decades, Triumph Motorcycles has been based in Hinckley, Leicestershire, and has produced iconic bikes. Triumph is the largest British motorcycle manufacturer and has over 750 dealers across the world.

Triumph's Challenge

Triumph were looking to fill the role of National Aftersales Manager for the UK. "It was a difficult blend of skills we were looking for in terms of both technical but also the commercial side and we were looking a combination of dealer and OEM experience. One issue was finding the right quality of candidate. I was awash with people coming in who were unsuitable through our own online recruitment process."

Copeland's Solution

We took a detailed brief from Triumph to ensure we fully understood the skills, knowledge, experience and qualities they were seeking. We then used our extensive automotive industry contacts to source candidates fitting Triumph's detailed requirements - including, of course, a love of motorcycles! We approached this project with a sense of urgency as we knew Triumph had been trying to fill this role for sometime and quickly produced a shortlist of candidates from which Triumph selected interviewees and ultimately filled the role.

The Results

The position was successfully filled with one of Copeland's candidates. "You were able to take the brief and really hone in on what the criteria were and you gave me a well crafted selection of candidates close to the brief we had provided you with."

What are the benefits of working with Copeland?

"It's a pleasure working with Copeland and with you Julia. I think your determination to do the best quality job is very much appreciated in a world often candidates are just passed through willy-nilly. There was definitely a lot of thought into the candidate selection and proposal and definitely a lot of thought and diligence gone into the brief that you write on the candidate and your pre-qualification of the candidate. In terms of ease to do business with, really high; in terms of quality of work done, very high; in terms of outcomes, extremely positive.."



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- Andy Gawthorpe, Regional Director UK & Europe, Triumph Motorcycles