

Rhyme Systems

RHYME SYSTEMS

Asirt® boosts Rhyme System's graduate employment process.

New Asirt Bureau Service attracts higher quality candidates.

Rhyme Systems, one of the leading IT process providers to the City and UK financial services sector, has introduced Asirt in its ambition to secure the very best graduates. Rhyme currently employs about 125 highly-qualified systems processing and software staff, located in London, Birmingham and Nantwich, Cheshire.

Rhyme, formed through a management buy-out from Mysis Asset Management in 2003, required four top flight graduate trainees but, due to limited HR resources, could only mount a limited recruiting campaign to very few universities.

This led them to Asirt.

Asirt's experienced Bureau Service and software removed the need to manually handle applicants and, through Asirt's University Media Package, substantially increased the number of universities to which Rhyme could market their graduate opportunities.

"Only just a year old last November, we lacked brand awareness among graduates," said Chris Potts, Rhyme's CEO. "Asirt enabled a very broad university media campaign that drew almost 800 applicants from whom we secured 20 excellent candidates for interview."

Rhyme appointed Asirt to develop the application form which needed to capture those who closely matched their corporate thinking as well as having a relevant modular degree course inclusive of work experience. Rhyme also appointed Asirt to arrange the placing and administration of adverts with universities.

"The response over an eight week period was excellent," said Mike Johnson, Finance Director, "with nearly 800 applications of which 26 scored as exceptional and 51 very good. Twenty were selected for interview and came from 16 different universities which would suggest that a good breadth of university access is most important." Rhyme has now completed its interviews and assessments and is pleased with the resultant choice of candidates.