

Virgin Retail

360 Degree Process for leading entertainment retailer



Virgin Retail is part of the multinational Virgin group, one of the most diverse and well recognised brands in the world with operations in a range of business sectors from the travel, lifestyle and entertainment industries to service sectors such as insurance and finance.

What was the challenge?

- A need to deliver a system which was more cost-effective than their paper-based 360 process
- Reduce the bureaucratic burden on the HR function
- Increase the completion rates

What did we do?

- Custom-built a 360 system which incorporated existing competencies and tailored questions
- Delivered highly customised reporting graphics to match existing performance metrics
- Provided complete system within desired time frame of 3 months to budget.

What was the result?

- The HR function has saved considerable time conducting 360's and costs fallen by 50%
- Completion rates have increased to 90%
- Innovative reporting and branding has raised awareness of Virgin values and objectives
- Reports offer department breakdowns to allow trend analysis and generic training needs to be identified

"You have more than met our expectations for our 360° appraisal process and we have enjoyed working with you. Your open, friendly approach combined with a strong understanding of HR issues is much appreciated. We look forward to expanding the services delivered by you including our performance review process."

Amanda Heath, Head of Training & Development
Virgin Retail

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