



SugaRecycle Case Study

“WasteRecruit’s approach to placing candidates within my business was very refreshing. They identified early on that I was looking for a very specific person, so the usual ‘numbers game’ was unlikely to be successful. By understanding my business, my customers and the day to day requirements of the role they were able to provide me with candidates that had the correct aptitude and personality to succeed. WasteRecruit are genuinely concerned about the ongoing performance of the people they place and not just with filling vacancies.”

Rob Wycherley, Operations Manager, SugaRecycle

SugaRecycle represents the Total Waste Management (TWM) arm of the SugaRich Group of companies. They work primarily with food producers and deliver innovative and tailor made solutions for the collection, recycling and disposal of waste material.

Account managers play an incredibly important role in the success of the wider business at SugaRecycle, as it does in most waste management companies where TWM is at the heart of what they do. As a result, they identified the need to ensure new account managers had the aptitude, experience and behavioural traits required to be a success.

By engaging with SugaRecycle and using their existing knowledge, WasteRecruit were able to identify the key characteristics of their high performing account managers and the key elements of the role where their abilities and behaviours made a difference.

WasteRecruit’s business psychologist produced two page reports for each candidate, comparing and contrasting their personal drivers and talents with the requirements of the role, identifying where strong alignment existed and areas to be investigated further in the face to face interview. For example, where candidates identified influencing others as a particular strength the report contextualised this in relation to the role and outlined a possible interview question.

These reports enabled SugaRecycle to conduct face to face interviews with much greater focus and evaluate candidate experience in a more robust fashion. The overall outcome for SugaRecycle has been positive with a clearer understanding of candidate aptitude, strengths and development areas, leading to more informed recruitment decisions.

By focusing on a collaborative approach WasteRecruit have developed a better understanding of SugaRecycle and a stronger ongoing working relationship.