



KONICA MINOLTA



# LYLE & SCOTT ENHANCES ITS BACKOFFICE TEAM

WITH EXPERT ASSISTANCE  
FROM KONICA MINOLTA



Giving Shape to Ideas



**“KONICA MINOLTA IS A GREAT SUPPORT TO THE LYLE & SCOTT BUSINESS, AND WE ARE AN ADVOCATE OF THE MODEL AND WORKING ARRANGEMENT”**

Laura Cocks  
Commercial Director  
Lyle & Scott

## EXECUTIVE SUMMARY

Founded in 1874, Lyle & Scott is recognised worldwide for its golfing attire and high-quality knitwear. With a well-earned reputation for quality products and customer service, the company identified the need for additional order processing resources and turned to Konica Minolta for expert help in growing its team.

Following a thorough consultation with the Lyle & Scott team on its requirements, Konica Minolta identified three suitable candidates, pre-interviewed them and organised for a formal direct interview with the company's HR team. Highly impressed with the quality of the candidates, Lyle & Scott decided to hire all three, ensuring its order processing team has been suitably enlarged to meet current and future business growth demands.

## CUSTOMER PROFILE

The Scottish knitwear brand Lyle & Scott was founded in 1874. The brand heritage and expertise are recognised throughout the world; from early collaborations with Christian Dior to clothing some of the world's golfing greats. Based in Hawick, the profitable, privately owned Scottish brand designs, manufactures, and markets its market-leading knitwear.

From 2004, the brand widened its appeal to a more mainstream audience, while retaining its golfing traditions. Currently the company has warehouses in the UK, as well as in Central Europe, with a turnover of £64.4m in 2020.

## CHALLENGES

Throughout 2020 and the pandemic, Lyle & Scott expanded its online presence and focused more on channelling sales online. The company experienced a jump in orders and that required additional staff members to process the online sales. The company had never tried outsourcing before, but it was

interested in exploring the option and hiring additional order processing representatives whilst also making cost-savings.

Lyle & Scott contacted Konica Minolta with a request for help in sourcing a dedicated order processing person with the right skills. Although it already had an existing team in the UK, work volumes had grown significantly to warrant additional resources to help support and optimise the team. Initially the company intended to hire one additional order processing specialist and sent Konica Minolta a detailed job description for the search process to begin.





**“KONICA MINOLTA  
ARRANGED THE  
EMPLOYMENT CONTRACTS,  
HARDWARE, OFFICE SPACE  
AND ALL STAFF  
EMPLOYMENT RELATED  
ELEMENTS. LAURA COCKS  
WAS SO IMPRESSED BY THE  
TEAM, THAT SHE VISITED  
THEM IN BULGARIA TO MEET  
HER NEW COLLEAGUES  
FACE-TO-FACE”**

Laura Cocks  
Commercial Director  
Lyle & Scott

## SOLUTION

Konica Minolta’s dedicated HR team started the search immediately and sourced three highly skilled and motivated candidates, based in Bulgaria, within the first week. The next step in the process was to meet the potential candidates who were pre-interviewed by the Konica Minolta recruitment team before a direct formal interview with Lyle & Scott’s HR team.

This is a standard procedure when qualifying candidates for outsourced projects - Konica Minolta qualifies the candidates and then ensures they are interviewed by the company they would be working for. The whole recruitment process and onboarding of successful applicants is expertly managed on behalf of the client organisation.

In the case of Lyle & Scott, it had a very positive interaction with all three candidates and decided to hire all of them. All three candidates accepted the roles and were hired full time, working in shifts and are responsible for wholesale deals and deliveries to

factories. The team is managed by the company’s Customer Support Manager in the UK to ensure consistency of operations and service to the business and its customers.

## BENEFITS, RESULTS, ROI, FUTURE

“Konica Minolta is a great support to the Lyle & Scott business, and we are an advocate of the model and working arrangement”, commented Laura Cocks, Commercial Director at Lyle & Scott.

Whilst the outsourced team is fully managed by Lyle & Scott, Konica Minolta arranged the employment contracts, hardware, office space and all staff employment related elements. Laura Cocks was so impressed by the team, that she visited them in Bulgaria to meet her new colleagues face-to-face, and there are plans to further expand the team in due course.





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## IT IS EASY AND RISK FREE TO GET STARTED:

- Book a consultation with our specialists to share a job specification, specific areas of Backoffice operations you are struggling with
- We will send you a proposal including suitable candidates that meet your specific requirements- You decide whether to progress or not



## LET'S TALK

To see how Konica Minolta can help with your Backoffice support resource requirements please contact:

[business@konicaminolta.co.uk](mailto:business@konicaminolta.co.uk)

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