

@eplay  
**CASE STUDY:**

**arco**<sup>®</sup>

**Experts in Safety**

Arco Talent Acquisition Strategy awarded for Outstanding Impact, Transformation and Change.

**Arco is the UK's only integrated services and safety products business.**

With nearly 140 years of experience, Arco, based in Hull, is recognised as the UK's premier safety expert. As the sole provider of integrated safety products and services, its size, scale, and industry reputation contribute to an impressive portfolio of clients and customers.

**Arco enhanced the experience of all internal stakeholders and candidates throughout the recruitment process, all while reducing its agency fees by 75% in year 1.**

With the support of a dedicated Talent Acquisition (TA) Team and the wider people function, Arco now has a functioning and successful TA structure with Eploy's recruitment software in place and was recognised as the winner of The Firm Awards 2024 (powered by The Talent Labs) for Outstanding Impact, Transformation and Change.



### **Defining the Recruitment Strategy**

With circa £300m turnover, Arco employs around 1,400 people across the UK and Ireland. The Talent Acquisition Manager, Jonathan Simmons, joined the business and was tasked with overhauling the Talent Acquisition (TA) function and outdated recruitment processes, which had previously been left untouched for several years, impacting the ability to handle increased levels of recruitment aligned to company transformation and growth.

## The Recruitment Challenge

When Jonathan joined the team, the TA function had been neglected for several years, and the business lacked confidence in its service capabilities. A detailed diagnostic was conducted to understand the issues, focusing on team capability, recruitment systems and processes.

### The findings, presented, highlighted several challenges:



Prolonged recruitment times and high new starter attrition required recruitment processes to be streamlined and optimised.



An outdated Applicant Tracking System nearing contract end.



An inadequate career site which didn't provide a good candidate experience or match the employer brand and EVP.



No talent pooling or candidate pipelining capability.



Inefficient internal mobility processes.



No agency authorisation process, with agreements out of date and a huge overspend and reliance on agency hires.



No framework for managing vacancies and offers, causing significant salary creep.



Absence of a direct sourcing model.



Misaligned advertising platforms and no career presence on social media platforms like LinkedIn.



Lack of D&I data tracking.

Arco set out on a transformation programme without a budget increase to develop a strategic Talent Acquisition function.

### The objectives were to:

- Address the recruitment challenges with a Talent Acquisition Platform.
- Track performance to maximise recruitment efficiency.
- Deliver and report on KPIs:
  - o Reduce the average Time to Hire from 74 days in FY22, to 55 days in FY23 and then to 45 days in FY24.
  - o Halve Agency Spend in FY23 and maintain it in FY24.
  - o Improve New Starter Attrition to over 90%.
  - o Reduce Agency Hires to below 10%.
  - o Increase Offer Acceptance Ratio to 95%
  - o Reduce Temp Agency spending on for like-for-like hires at the warehouse and production facilities.

## Arco's Approach to Implementing Eploy

The scope of the Talent Acquisition transformation aimed to deliver a consistent, best-in-class TA service and experience to all candidates and internal stakeholders, regardless of their location or role within the company. This service applied to all employee types: permanent, fixed-term, interim contractors, and temps, covering Apprentices to Exec levels.

The TA Function transformation initially focused on enhancing team capability, systems, and developing improved processes. Working with Eploy, Arco designed a comprehensive programme to incorporate all sites across the UK and Ireland, including the Head Office, Retail Stores, Training Centres, Distribution Centre, Production Facility, and teams at customer sites.

Arco replaced their outdated Applicant Tracking System (ATS) with Eploy's ATS and implemented a new careers site, all within a 12-week period. Having a full talent engagement platform was the foundation for better-managing relationships with candidates, departments, and hiring managers,



with a high degree of measurability, and for accurately tracking and analysing recruitment performance, quality, costs, and timescales.

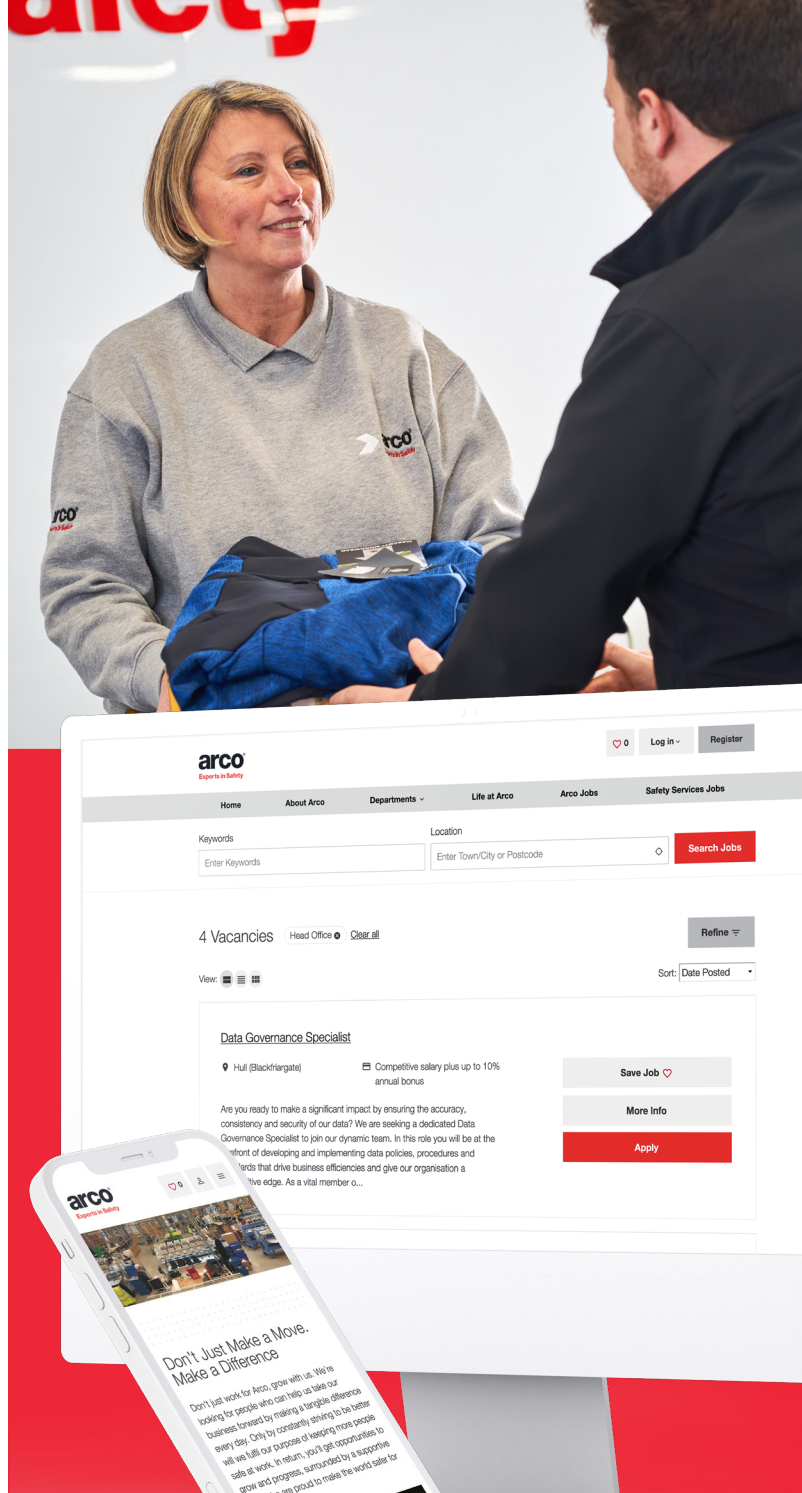
**“Eploy could support our requirements and were flexible to our timescales. We had a smooth implementation of the core Eploy recruitment platform and candidate portal to support effective communication with candidates and provide a dedicated area to register for vacancies.”** Jonathan Simmons  
Talent Acquisition Lead, Arco.

The recruitment journey was designed to start when a hiring manager raised a vacancy requisition in Eploy and continued until the new starter was in post with onboarding feedback surveys covering 12 months post start, covering pre-boarding, onboarding, and induction processes. Revamping the pre-onboarding process with additional resources and a revised induction process has strongly enhanced new starters' experience and addressed new starter attrition rates.

Delivering a great candidate experience was central to this transformation, aiming to create consistent processes, improve efficiency, and enhance overall metrics. For example, the application process can be adapted to measure important diversity and inclusion (D&I) metrics, supported by advert tuning for a more inclusive recruitment process by highlighting content for optimisation and providing potential alternatives to consider. Eploy's Ad Tuner looks at reading ease, sentence length, gender bias and question balance to check content against key engagement criteria.

## The Results & Improvements

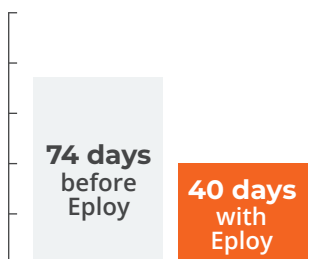
Arco's recruitment agency usage in FY22 equated to a total spend of £324,000 and 23% of overall hires. A new governance framework and direct sourcing training reduced the TA Function's reliance on agencies and has controlled costs. Agency spending has been reduced by approximately 75% to 8.5% in year 1, contributing to substantial savings and a notable drop in cost per hire.



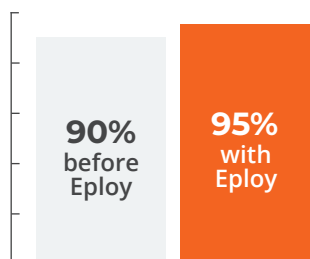
New pay principles streamlined salary offers, helping increase the offer acceptance ratio. Excessive temporary agency costs prompted a retender, lowering margins and improving new starter experiences.

- From FY23 to H1 FY24, the company achieved significant milestones in its recruitment strategy
- A remarkable reduction in average time to hire, decreasing from 74 to 40 days, aiming for further improvement by FY24 end.
  - The offer acceptance ratio improved from 90% to 95%, and the internal hire ratio surpassed industry standards.
  - Eploy's ATS facilitated better recruitment processes and improved candidate experience, combined with initiatives such as D&I data measurement, brand consolidation on job platforms, and revamped onboarding processes, demonstrating Arco's commitment to continuous improvement and employee satisfaction.

Average time to hire



Offer acceptance rate



## Recognition for Outstanding Impact, Transformation and Change

Arco's results and undeniable improvements haven't gone unnoticed. Arco's Talent Acquisition Function has been recognised for Outstanding Impact, Transformation and Change by The Talent Labs (Formerly the Firm) following the impressive results achieved after implementing Eploy's Applicant Tracking System.

**"Reflecting on our journey, we are filled with pride - from our dedication to driving change to achieving remarkable milestones."**

Jonathan embraced the challenge of transforming the Talent Acquisition (TA) function and outdated recruitment processes.

Despite the magnitude of change required, working alongside Eploy, the results are a testament to the structured approach to recruitment transformation and change.

The ongoing effort to continually improve is based on a structured plan for the next 18 months, focusing on D&I utilisation, enhancing the employer brand, building a social media presence and refining the EVP for internal and external stakeholders.

## About Eploy

Eploy is the complete cloud-based recruitment platform for modern in-house recruitment teams. Eploy combines Applicant Tracking, Recruitment CRM, Talent Pools and Analytics into a unified web-based platform integrated seamlessly with your website to provide an excellent candidate experience.

Finding and recruiting candidates who are the perfect fit for your roles is always challenging. Fortunately Eploy's world-class recruitment software makes it much, much easier.



We've been helping leading companies move to the cloud and recruit faster and smarter since 1998.

Eploy is precision-engineered to work on every platform and add value to every stage of the recruitment journey. Eploy automates and simplifies recruitment processes to help you attract, engage, recruit and onboard candidates quickly. As Eploy is also your full talent engagement platform you can manage your relationships with candidates, departments and hiring managers better. With a high degree of measurability, you can track and analyse your recruitment performance, quality, costs and timescales accurately.

Our cloud-based recruitment platform is reinforced with market-leading mentoring and cross-sector expertise so you get the training and support you need to achieve a powerful commercial advantage.



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