@eploy
CASE STUDY:

allpay

allpay launched a new careers site fully integrated with their ATS and streamlined and improved their recruitment process.

allpay Limited is the UK's leading Fintech payments specialist.

Established in 1994, its core business concentrates on providing bill payment services - primarily to the public sector – and handles £8 billion a year across 80 million transactions. The company aims to work with each of its clients to save them money by creating modern payment systems that are both cost-effective and convenient for the end consumer.
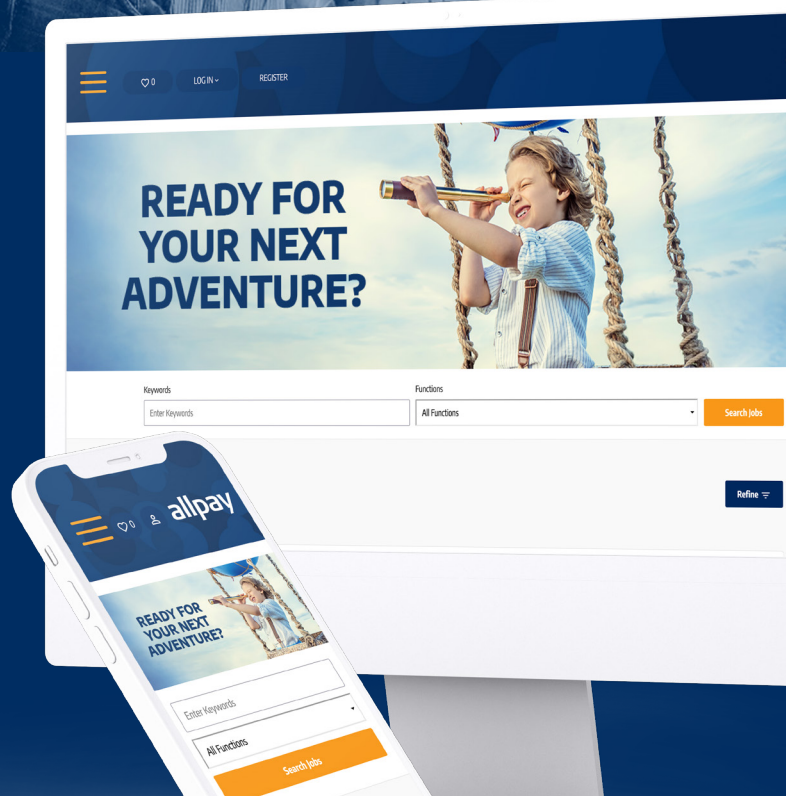
The Recruitment Challenge

allpay wanted to streamline and improve their recruitment process and enhance the candidate journey, realising an ATS/E-recruitment system would improve their capability. Historically, recruitment was predominantly managed through CV submissions on the allpay website and over email, followed by a completely manual candidate journey that needed an overhaul.

They were looking for an ATS solution that aligned to their careers site, jobs boards providers and IT roadmap, allowing features for API capability when required.

A growing number of challenges were apparent through managing the process manually, and a large proportion of the HR team and hiring managers time was spent on administering the end-to-end recruitment cycle. A business case was developed to highlight areas of a heightened risk in the following areas, to name a few:

• **Data Protection (GDPR and potential ICO breaches)**, through the handling of CV's and right up to onboarding across the business. In addition, the inability of being able to effectively manage requests such as the right to be forgotten to the required standard.

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- **Duplicated candidates and agency fees**, with a manual process data is spread across various locations and the risk of not spotting candidate representation and duplicated CV's is high.

- **Employee brand**, risk of inaccurate messages to candidates and reputational damage.

- **Retention**, if candidates have not had a positive journey through to offer stage, they are more likely to continue looking elsewhere.

Uncovering the need

On average, there are typically 20 allpay vacancies active in any one month, this can stretch up to around 40 plus at peak times. The risk of managing these vacancies through a manual process considerably increases when recruiting for 10 plus roles. Moving to an automated process would allow the HR Team to add more value in the right areas of the recruitment process. The allpay team focused on the following areas of improvement:

The ATS system was successful implemented within the project budget and timescales with positive feedback from the Hiring Manager community and 100% compliance for the new recruitment process through a clearly defined process and system.

- **Vacancy management** allowing hiring managers to have more empowerment and ownership over their recruitment process.

- **Candidate attraction** allowing a self-service approach for candidates to manage their data and applications.

- **Talent pooling** of candidates for future talent.

- **Onboarding** enabling electronic contracts of employment with e-signatures and pre- employment information to be securely managed and where possible automated.

- **Agency management** ensuring that the right roles and agreements are in place to manage agency efficiency.

- **Reporting and dashboards** to ease KPI reporting and deeper analysis on methods of attraction. This will ensure future focus on methods of attraction and maintaining a strong correlation with the recruitment budget spend.

Having previously structured the team to include a Resourcing Manager, it was realised that the HR team could absorb recruitment if the right tools were in place, such as an ATS. This would not only generate a cost saving for the business but provide vital investment in technology to grow with the organisation. In the interim, absorbing this into the team caused a number of challenges with workload and ability to deliver key projects across the business. Having a carefully thought out strategy, allpay's deliverables were to implement and configure a cloud hosted applicant tracking system including:

- Project plan with the chosen provider

- Aligned allpay policies and procedures

- Capability for single sign on, Active Directory sync and API for future use

- Integration with internal systems and external jobs boards and CV databases, where possible

- Data protection management and the ability for candidates to self-manage their data under GDPR

- A truly engaging onboarding experience

- Training and user guides across the business

Implementing Eploy

Eploy was selected as being best placed to support the delivery of the allpay strategy and future growth and would further help them comply with their obligations as a data controller as well as with single sign on and two-factor authentication for system access.

The timeline for implementation was 12 weeks, rolled-out in stages for a smooth transition and data migration. The implementation of Eploy realised efficiencies across the following areas:

- **HR team** - time focused on adding value into the right areas of the recruitment process. Working with hiring managers through their campaign management and on the speed, quality, cost model to determine priorities.

- **Hiring Managers** - ease of managing candidates and the process.

- **Candidates** - increased attraction and an improved candidate journey.

• **HR team** being able to match the demand and requests from around the business to support on projects and workstreams.

The HR team support the campaign management of roles at several levels across the organisation either at hiring manager, heads of or director level.

The flexibility of using Eploy meant it could be used across the organisation with varying levels of authorisation and customisation - a major win for collaborating across the business.

Hiring managers had empowerment and ownership of the recruitment process through use of the Eploy Hiring Manager portal that gave them the tools to work together to collectively make great hires.

There is now a seamless link for candidates via the allpay careers page navigation to access the diverse scope of roles on offer through a dedicated branded Candidate Portal.

This has improved the candidate experience, empowering candidates to register, apply and track their applications, submit to the allpay talent pool and accept job offers - all from one central hub.

"Features to support addressing these challenges would ease the process from a HR and hiring manager perspective and further throughout the wider business. We wanted a tool to position us alongside, and potentially overtake, the competition in the war for talent.

We now have a truly customisable talent platform that supports us across the recruitment journey. We are looking forward to utilising the full measurement capabilities within Eploy dashboards to focus on the right activities, monitor our KPIs and collaborate better as a team".

- Nicola Everett, HR Operations Manager at allpay

Results & Improvements

Eploy was implemented on time and within budget and quickly realised benefits across the business:

Reviewed and aligned allpay policies and procedures automated within Eploy for faster, smarter recruitment success.

Increased security with single sign on and API for future use.

Integration with internal systems, external jobs boards and CV databases.

Empowered hiring managers with ownership across the recruitment process to easily review and provide feedback to candidates & colleagues through use of a Hiring Manager portal.

Data protection management and the ability for candidates to self-manage their data and opt-out under GDPR.

Dedicated careers site integrated to the main corporate allpay website to deliver the best possible online experience for candidates while building a talent pool.

Financial savings were achieved by not replacing a Resourcing Manager and improving how the team worked.

A truly engaging and automated onboarding experience including reference collection to signing NDA's, with auditable trail.

Training across the business delivered for a true collaborative approach with our new way of working.

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Results & Improvements (cont)

Agency spend reduced & any duplication avoided. One duplicated agency spend could cost up to £18,700 based on the highest agency placement fee for one candidate.

Increased customer service to the business.

Time saved through agency management.

Time back at all levels throughout the organisation by automating processes.

An estimated one day a month saved by the team on administration of candidates/ new employees equates to £5,340 p.a. The alternative to implementing Eploy would be to backfill with a Resourcing Manager, which has a salary band of £40-60k.

Printing costs lowered due to the volume of CV's that no longer need to be printed.

> "As well as the results we are seeing we have also taken positive steps to protect the business from heightened risk with Data Protection (GDPR and potential ICO breaches) which can carry huge fines (GDPR up to £20m and ICO up to £500k) for non-compliance. We can also be sure we are recruiting in a fair and consistent way."
>
> *- Nicola Everett*
> *HR Operations Manager, allpay*

> "Offering a customisable solution to each customer means that in-house recruiters, hiring managers and human resources teams work faster and smarter to source and recruit top talent. allpay are a fast-growing tech company who are using Eploy to accelerate their engagement with top talent."
>
> *- Chris Bogh*
> *CTO, Eploy*

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.