



## CASE STUDY:

# Checkatrade

Checkatrade improvements extend to talent acquisition.

### Checkatrade is one of the UK's top online marketplaces for home improvements and repairs.

Its mission is to be the trusted foundation of every home by connecting people with trades and tools to make home improvements easy – because safe and happy homes matter most to them.



Checkatrade has 600 high-performing individuals working across the UK, with offices in Portsmouth and London.

Headcount is split approximately 50% in professional roles across technology, product, sales, data, marketing, and finance.

The other half of the business, operating in the call centre, requires high-volume frontline recruitment across customer services and call centre-based sales.

### Approaching Recruitment Change

Talent acquisition is vital at Checkatrade, delivering a model that satisfies talent specialisms and high-volume transactional recruitment. The Talent Acquisition Team is responsible for identifying, attracting, and retaining the best talent to support the company's ambitious growth plans and demand for talent. The headcount forecast for CY24 will see growth continuing, with circa 300 fills a year.

The team is passionate about getting the right people into the right roles, led by its company values – Be All In, Always Customer Obsessed, Get It Done, Be Bold, and Do The Right Thing.



## The Recruitment Challenge

Before implementing Eploy's Applicant Tracking System (ATS), Checktrade had one in-house recruiter who managed recruitment manually, relying on recruitment agencies. The core objective in rethinking the recruitment model was to bring recruitment in-house with a team to deliver a full end-to-end automated recruitment service to the business.

Checktrade partnered with Eploy to deliver an end-to-end recruitment platform to manage the hiring process and utilise self-service recruitment analytics to measure and report on recruitment metrics.

A partnership approach between the Eploy Project Team and Checktrade defined the recruitment processes to build in the core Eploy platform. Checktrade uses Eploy's RESTful API to export new starter data from Eploy into their Dayforce HCM platform.

The Candidate Portal is designed to provide everything a candidate needs to find and apply for roles with a smooth online application journey. The Candidate Portal enables easy vacancy search and refinement and is seamlessly integrated into Checktrade's careers site, which provides detailed content for candidates to engage with the brand. Candidates can access their secure profile on any device, update it, and see their application progress. Using Eploy, Checktrade has customised its candidate consent policy to create specific consent preferences for using and handling a candidate's personal data.

Pia Williams, Head of Talent Acquisition at Checktrade, commented: **"We are a values-driven business on an exciting growth journey. We want to hire people with the same passion for getting things done, being bold in their thinking, and doing the right thing. Eploy has solid credentials for its technical capabilities, partnership approach and outstanding levels of customer service. As a tech company ourselves, the partnership between two leading-edge technology providers was important to us."**



**"Thanks for your contribution towards such a positive recruitment process. It has significantly differed from previous recruitment experiences and created a great first impression of Checktrade."**

*- Candidate Feedback*



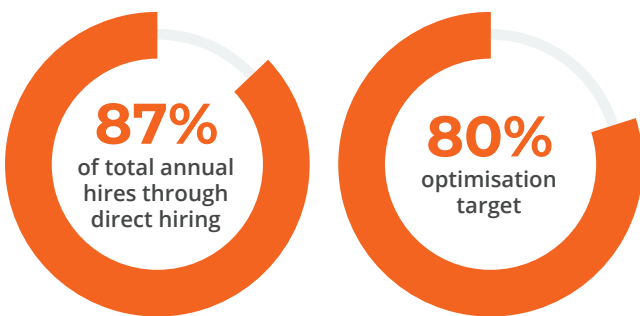


## Results and Achievements

In 2023, Checkatrade made 384 permanent offers, an increase of 54% on the previous year, with a small in-house team of Talent Acquisition Specialists. They achieved this by harnessing Eploy's recruitment automation capabilities and its recruitment data to become a data-driven function. The team's approach is focused on being effective and delivering a great service internally and to candidates.

Now a team of 6 FTE, after highlighting to the business a resource gap, the Talent Acquisition Team works collaboratively with hiring managers and the wider People Team. Together, they deliver an effective recruitment function that balances quality and quantity of candidates.

- Direct hiring is 87% of the total annual hires.
- Applications have increased by 150% compared to the prior year through a comprehensive channel strategy, content creation, and brand storytelling.
- Dedicated reporting across key business areas for different audiences using Eploy's real-time MI dashboards.



- Recruitment data is used to optimise efficiencies, look for better ways of working, and target the most effective candidate sourcing channels. Regular reporting also promotes celebrating successes and identifying action plans for change.
- Hiring Manager module and toolkit roll-out for improved frontline hiring consistency and quality.
- Continued skills-building across Hiring Manager capability – 38 managers received formal 'Hiring Great Talent' workshops, complemented by additional ongoing training and coaching.

- Glassdoor strategy implemented to drive increased employer brand visibility.
- Utilisation of Eploy's ATS built-in Ad-Tuner that looks at reading ease, sentence length, gender bias and question balance to check content against key engagement criteria. The team is targeted to achieve 80% optimisation, and as a result, the quantity and quality of applications have improved through gender-neutralising, adding to Checkatrade's Diversity and Inclusion drive.
- Recruitment marketing accelerated to support candidate engagement and build the employer brand, developing content across all channels to engage audiences.

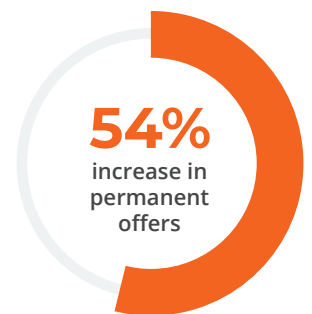


**384**  
permanent  
job offers  
made



**23%**  
employees are women  
in tech, exceeding  
industry average

- A varied platform mix was introduced, including LinkedIn Life Pages and job wrapping with LinkedIn Recruiter, Hackajob marketplace, and Socially Recruited alongside standard job board packages.
- An outside-the-box compensation model was developed and implemented to drive monthly team performance.
- Women in Tech drive accelerated via events, content, and team ambassadorship. Checkatrade finished the year with 23% of the total employee population being women in tech - higher than the industry average.



Pia Williams, Head of Talent Acquisition at Checkatrade, commented:

“I have an incredibly passionate and high-performing Talent Acquisition team operating in fast-paced tech marketplace business with high levels of ambiguity and change. With a mixed background of in-house and agency recruitment experience within the team and recruitment technology to support us, we provide high levels of consultative TA support across all functions.”

“We are building a business that will transform home improvements and digitise an industry that has historically been very offline. As a leader, I must ensure we build an understanding of the wider context of every hiring decision and how each role and function contributes to the business’s overall success. Using Eploy’s talent acquisition platform supports the pace of our journey and the volume of roles we hire.”



**“We continually seek feedback from across the business and from candidates who have been through the recruitment process and receive excellent feedback from the business for our efforts with notable high calibre hires brought in regularly. The impact of the Talent Acquisition Team is notable in supporting the business to grow while building the employer brand along the way.”**

*- Pia Williams  
Head of Talent Acquisition,  
Checkatrade*



## 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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