@eploy
CASE STUDY:

mencap

How the leading voice of learning disability implemented a Lean recruitment strategy to hire faster and smarter with Eploy Recruitment Software.

Mencap is the voice of learning disability. Everything Mencap does is about valuing and supporting people with a learning disability, and their families and carers.

Mencap works with people with a learning disability to change laws and services, challenge prejudice and directly support thousands of people to live their lives as they choose.

Recruitment Challenge

Prior to October 2015 the learning disability charity Mencap, had been using numerous databases to coordinate candidate applications and activity. For three years Mencap had used these databases to manage the candidate journeys of tens of thousands of applications and over 2000 new employees each year.

"Our primary challenges were:

- Immediate access to relevant management information.
- Our ability to manage effectively and efficiently an ever increasing demand for new team members across the whole organisation.
- Ensure our career pages and employer branding clearly reflected our values.
- To decrease the number of administrative hours dedicated to manual recruitment activities."

A further challenge was an ever increasing number of requests for new hires.

- **110% increase** in headcount requests
- **35% increase** in vacancy requests
- **37.5% increase** in full time employee requests

To meet these challenges Mencap embarked on an evaluation of modern recruitment platforms including Applicant Tracking, Recruitment CRM, Talent Pooling and Onboarding systems.

Mencap - Growth in annual new hires

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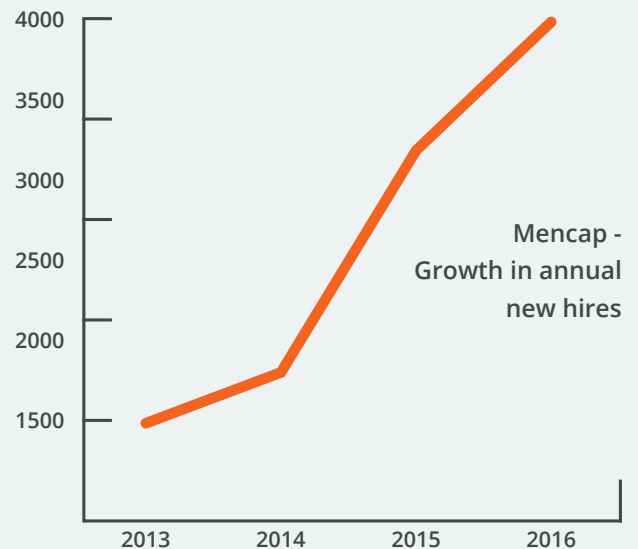
"We had a disjointed and fragmented recruitment process which was lengthy, difficult to coordinate and almost impossible to manage effectively. We lost 35% of candidates at various stages of the recruitment process through technology gaps and broken processes."

- Rob Walker
Head of Resourcing, Mencap

The Selection Process

Rob Walker explains: **"We used the implementation of a new recruitment software system to Lean our entire recruitment process from start to finish.**

"We examined our application process from a hiring manager and candidate point of view and looked in detail at the administration required to move an applicant from candidate to employee."

The team at Mencap conducted a Lean process overview to fully understand the key challenges. Lean is a customer-centric methodology used to continuously improve processes and is based on the ideas of "Continuous Incremental Improvement" and "Respect for People."

By involving key stakeholders, including hiring managers and administrators, Mencap identified the key areas they wanted the new system to address, which included:

- Easier ways for candidates to apply – including 'easy read' and 'one click apply' to encourage applications from candidates with learning disabilities
- Access to reports about their recruitment activity
- One place to advertise all positions as Mencap branded
- Integration of attraction, selection and onboarding with existing HR Software systems
- A faster recruitment process
- An improved candidate experience

Following a systematic review of available systems and utilising a balanced scorecard approach, Mencap chose Eploy as their new recruitment platform. Unlike traditional Applicant Tracking Systems Eploy is designed as a complete, end-to-end recruitment management system. Eploy is able to manage all aspects of the hiring process - from job requisition all the way through to new starter onboarding as well as integrating with Mencap's HR Information System (HRIS).

Implementing Eploy

One of the key benefits of the Eploy platform is its ability to be seamlessly integrated into an organisation's careers website. To ensure complete consistency with Mencap's branding, the team at Eploy worked with Mencap to design a new careers site. This incorporates a Candidate Portal that enables candidates to manage all aspects of their job search and applications. Also, successful candidates can complete the entire onboarding process online through the same portal.

The Eploy implementation team worked closely with Mencap to fully understand Mencap's new, lean recruitment workflow and translate it into the Applicant Tracking System element of the platform.

The Results

Within just six months of implementing Eploy the results have transformed Mencap's recruitment capability. As Rob Walker states: **"Our new Eploy ATS has proven to be more than recruitment software; it is an intelligent system which automates and enables the simplification of our entire recruitment workflow, manages our talent pipeline, hosts our employee files and serves as the central repository for all new hire documentation."**
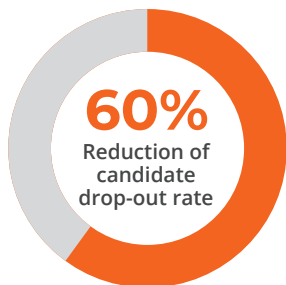
750+ Administrative hours saved

£145K+ Annual cost savings

Cost Savings

The new system has provided a rapid return on investment (ROI) including:

- Reduction of over 500 HR administrative hours per month saving over £60,000 per annum
- Reduction of over 250 resourcing administrative hours per month saving over £35,000 per annum
- Savings over £45,000 per annum in redundant software costs

40%
Reduction in time to hire

60%
Reduction of candidate drop-out rate

Increased Recruitment Capability

The new system is also proving extremely scalable, an important factor since recruitment and headcount are projected to continue growing at Mencap. Based on data from the first six months since implementation there is a projected 50% growth in applications for the full year with a 65% increase over the same six-month period.

Improved Recruitment KPIs

Since implementing Eploy Mencap have greatly improved both their time to hire and time to offer KPIs.

Eploy has helped deliver significant time savings at every step of the recruitment journey, which is testament not only to the software, but Mencap's diligent approach to understanding the issues in their old processes and implementing a new Lean workflow.

With Eploy, Mencap are now able to fully measure and monitor their recruitment. Eploy Dashboards, the self-service recruitment analytics system integral to the platform, now provides instant access to all relevant management information across all recruitment activities.

Dashboards can be created easily and shared with team members, meaning every KPI can be tracked in real time and each member of the team can readily monitor the metrics that matter most to them.
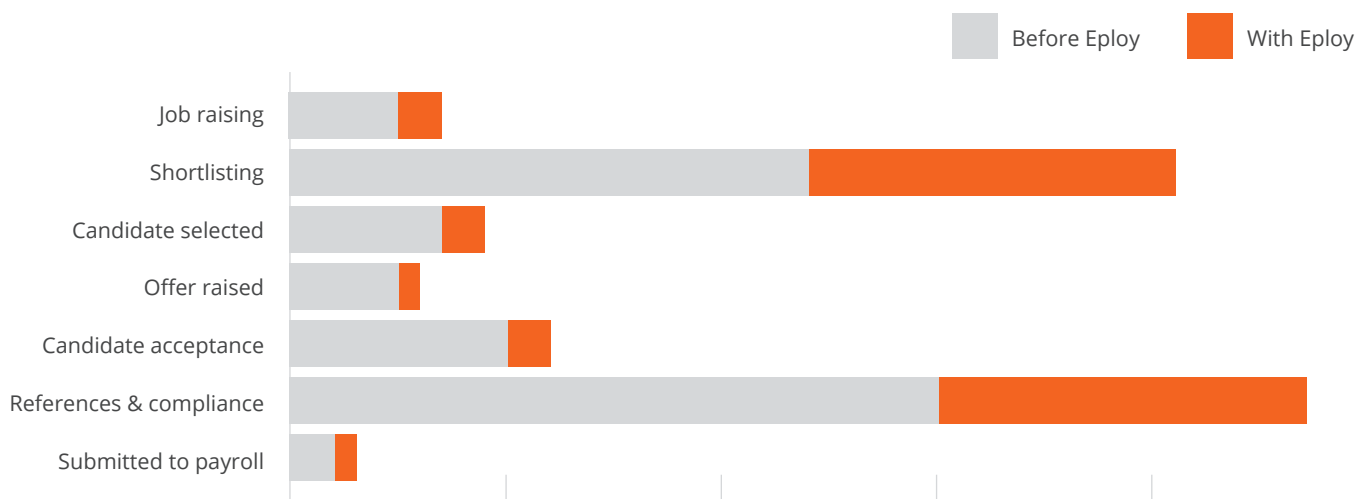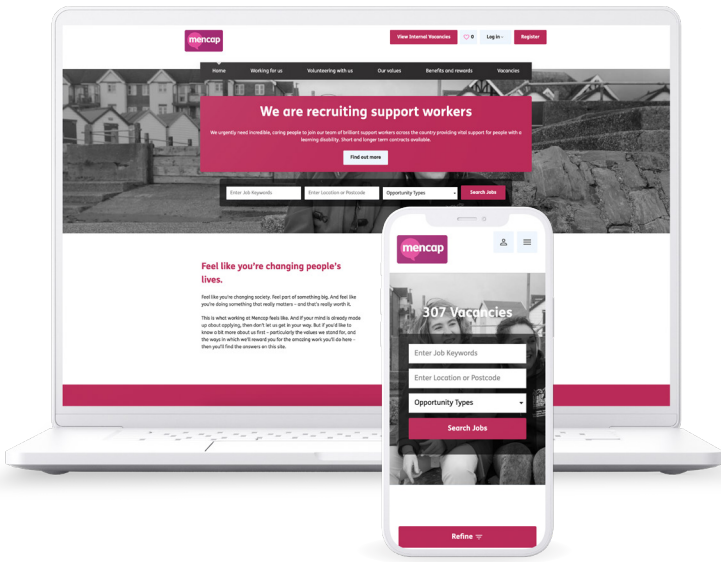
Employer Brand Consistency

It was critical that the new recruitment system could ensure that all employer brand communications remained consistent, no matter which channels are used to communicate them. With Eploy, Mencap can ensure 100% consistency of branded materials on all job boards. In addition the new Mencap careers site, featuring the job search, application process and self-service Candidate Portal, is completely integrated with the brand - providing a seamless experience for candidates.

Integration with HRIS

Previously recruitment administrators had to manually re-key information from one system to another. Now, with Eploy, Mencap have fully integrated recruitment software which manages all aspects of onboarding and transfers data into ResourceLink (Mencap's HRIS) - removing unnecessary administration time for recruiters.

Time saved at each stage of the process

Before Eploy   With Eploy

- Job raising
- Shortlisting
- Candidate selected
- Offer raised
- Candidate acceptance
- References & compliance
- Submitted to payroll

Increased Campaign Awareness

The new careers site has also provided an opportunity to cross-promote key Mencap awareness - with close to 10,000 registered candidates also signing up to Mencap's campaign newsletter.

Summary

"We are extremely proud to have worked with the team at Mencap on this project. The Resourcing and HR Direct administration teams took a proactive step, they identified the key challenges, involved key stakeholders, conducted the Lean process review and have successfully facilitated change. We're equally proud that the flexibility of Eploy's cloud-based recruitment software enabled translating these new workflows into a working solution that has already paid for itself and is delivering value at every step of the recruitment journey."

- Chris Bogh, Chief Technology Officer, Eploy.

"Prior to implementing Eploy we used three HR information systems relative to recruitment. Engaging Eploy and implementing Lean has allowed us to reduce this to a single source of management information and one system that manages our entire candidate journey to new employee."

- Rob Walker, Head of Resourcing, Mencap.

Improved Candidate Experience

The introduction of the new Eploy system, processes and careers site have also combined to reduce the candidate drop out rate from 35% to 14% in less than 6 months - a 60% reduction.

The new Mencap careers site (jobs.mencap.org.uk) is also fully mobile-responsive - meaning candidates can access all of the recruitment functionality at any time, on any connected device including smartphones, tablets and desktops.

With a greatly improved candidate experience Mencap are now reporting higher numbers of registrations, applications and starts.

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.

eploy.co.uk

info@eploy.co.uk

UK: 0800 073 42 43 | Int: +44 1562 637 199

Edwin Avenue, Kidderminster, DY11 7RA

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