

@eplay

## CASE STUDY:



Modernising talent acquisition for an international tech giant.



**SCC is a global IT company that enables business agility and transformation through innovative managed IT services and solutions.**

SCC has more than 48 years of experience enabling managed IT services for the UK's leading commercial sector and private sector organisations. They simplify the complex. Bringing together technology, expertise and people to accelerate digital transformation and the modern digital workplace.

As an organisation obsessed with innovation and passionate about IT, SCC has the ambition to be the most customer and employee-centric IT systems integrator in the UK. SCC EMEA has over 6500 employees with its global delivery centres based in Romania and Vietnam supporting its key managed customers.

In the UK, SCC has 2000 employees with a centralised recruitment team based at its HQ in Birmingham.

### The Recruitment Challenge

Talent Acquisition is a vital function at SCC, responsible for identifying, attracting, and retaining the UK's best tech talent to support the company's continued double-digit growth. The UK tech sector is facing a range of recruitment challenges that are making it increasingly difficult for companies to find and hire top talent, including:

- **Shortage of skilled workers:** Demand in the tech sector is high, but the supply of qualified candidates is limited.
- **Competition:** Tech companies are competing for top technical talent.
- **Diversity:** The tech sector has traditionally been male-dominated, and there is a lack of diversity in the workforce.



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- **Brexit uncertainty:** The UK's decision to leave the EU has created uncertainty for international tech companies.
- **Changing candidate expectations:** Candidates are increasingly looking for flexible working.

The Talent Acquisition Team wanted to improve candidate engagement to attract and nurture talent throughout the recruitment process. Having managed without a best-of-breed recruitment platform, it was evident that the HR Management platform in place wasn't able to support the SCC recruitment strategy.

The team were managing c2,500 individual applications via email per month. Recruitment was managed using Excel spreadsheets with no reporting capability, resulting in poor candidate experiences. Recruitment was c65% direct, with 35% via recruitment agencies, and recruitment agency costs were averaging c£128K per month, making up 47% of the overall cost/cost avoidance. To address these challenges, SCC partnered with Eploy to implement a full end-to-end recruitment platform to manage the entire hiring process and utilise self-service recruitment analytics to measure and report on recruitment metrics.

## Redefining Recruitment

**SCC set some clear objectives at the start of the project:**

- To select an Applicant Tracking Software provider that shares SCC's vision and values, is a good cultural fit for SCC, and understands challenges and overall objectives.
- Improve the candidate experience by:
  - Automating administrative processes and removing the requirement for Excel spreadsheets.
  - Increasing and personalising communication with clients throughout application and onboarding.
- Increase direct employment and reduce reliance and cost associated with external recruitment agencies.
- Find cost efficiencies while delivering a better overall experience for Talent Acquisition colleagues and candidates.
- Provide greater governance and reporting around the recruitment process.

- Enhance compliance with GDPR and other legislation.

### KPIs for measurement included:

- Deliver the project within three months.
- Transition to 90% direct hire, with 10% agency support.
- Reduce agency cost from 47% of overall cost/cost avoidance to c10%.
- Implement tracking of diversity at each stage of the recruitment process by strand, to enable an action plan to improve the female: male ratio.
- Increase internal engagement and analysis by implementing tracking of employee referrals and internal hires.

SCC selected Eploy as its Applicant Tracking System (ATS) partner after a competitive process, which was led by the Talent Acquisition team, with the SCC UK board of directors, executive management committee, and a cross-functional team of hiring managers. Eploy was identified as the best-fit partner due to its features and functionality that closely aligned with SCC's objectives.

## Implementing Innovation

The project was deployed in close partnership with Eploy. What made this project particularly successful was the SCC Talent Acquisition teams' proactive engagement with senior business stakeholders and a cross-functional team of hiring managers and setting ambitious KPIs.

SCC has invested significant time, money and effort into rethinking its company culture and values, to better reflect its family heritage and the business it wants to be for its people and customers. This has included updated rewards and recognition packages for employees, a new set of company values, and new employee-led groups on important subjects like diversity and inclusion.

Often there is a requirement to evolve slowly but this project relished a total revolution from out-of-date, manual processes, supported with a clear business case and backing from the C-suite and across the company.

Working in partnership with Eploy's Implementation Team, the initial phase saw the team design the hiring workflows with the candidate, hiring manager and company culture in mind. The revised culture and values influenced the language and communication that SCC built into the recruitment and selection process and automated communications.

Using Eploy's ATS, SCC can articulate its culture, values and purpose from the moment a candidate expresses interest in a role and this is reinforced throughout the process up to onboarding for further candidate engagement. The Eploy candidate portal provides a fully branded careers site for vacancies to be presented in the best way. This includes flexible vacancy search options and a secure area for candidates to create a profile and manage their application process, pick interview slots and sign offer and contract documents. The Eploy onboarding module allows SCC to request and collect appropriate new hire information and manage the offer acceptance online. In a matter of weeks, SCC launched Eploy's recruitment platform where all recruitment is handled online and in one platform. There are no longer manual processes and 100% of previous interactions via email have been replaced with Eploy's ATS automation.

## Results

**The project has delivered complete business change and innovation in the following areas:**

- The candidate journey has improved significantly, enabling every candidate their own candidate profile, where they can personally track their progress on all applications.

*Candidate Feedback:*

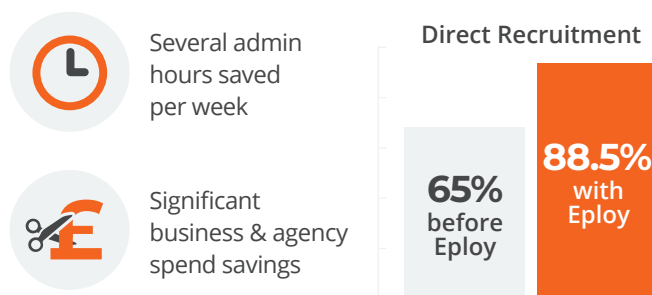
**"I have been through the onboarding process with several public and private sector companies, and the experience hasn't been as fluid and professional as it has been with SCC. It's slick! And handy to have everything a new joiner needs in one place online. In my experience with other companies, the process consists of many different emails, sent at different times, and becomes hard to navigate onboarding. With SCC, because everything is in one place with a progress bar, the whole experience was very easy."**

- Hiring Managers are engaged in the recruitment process and have their own platform, so they can review and feedback on all candidates in the process.

*Hiring Manager Feedback:*

**"Using Eploy for the first time has been amazing. Long gone are the back-and-forth email chains of CVs and planning for interviews. Having one place to sort, choose and process and finally onboard new starters has been great."**

- The candidate's experience has improved through a smoother process and enhanced, relevant communications. The candidate journey is tracked from initial application, through the recruitment process all the way to a candidate's onboarding.
- The online onboarding portal provides the ability for a candidate to see all their contractual documents and submit documents securely online directly to the HR team; with a list showing them what they have completed and what is still outstanding.
- SCC's in-house Talent Acquisition team has already made outstanding efficiency gains from the partnership with Eploy. Whilst the project to measure this accurately is ongoing, the ATS has saved several hours per week by eradicating time-consuming processes, with a significant cost saving to the business and savings on recruitment agencies.



**"Eploy has significantly improved the recruitment process and reduced my already busy schedule. From uploading my requirements, all the way through to the new joiner starting on day one. The team and Eploy keep me fully informed throughout."**

“I am particularly impressed with the agility of Eploy and the openness of tool utilisation, I have now included, on a daily basis, logging into Eploy first thing in the morning to check the latest position in terms of recruitment and onboarding, so I am fully up to speed. This, coupled with an outstanding Talent Acquisition Business Partner, makes the whole recruitment process exactly what it should be – quick and efficient. I am really pleased with the progress we have made as a true family business that puts its people first and acts on feedback – well done!”

- SCC has significantly increased its direct recruitment, which is currently at 88.5% direct since go-live (up from 65%), with agency costs 9.45% of all costs/cost avoidance (down from 47%).
- The fully interactive dashboards are monitoring all aspects of the recruitment process as well as KPIs, internal engagement and ED&I that tracks the diversity at each stage of the recruitment process to enable an action plan to improve the female:male ratio.

The project was delivered within three months and thereafter, SCC has achieved and exceeded many of its original objectives and KPIs and is now looking to set longer-term objectives and scale its partnership with Eploy. Longer-term goals are based on identifying, attracting and retaining talent through the use of Eploy and a more efficient Talent Acquisition team.



**“We are delighted with what we achieved in a short timescale. Eploy delivered training sessions and together we communicated the benefits of the project, taking feedback and suggestions from various working groups right from the start of the project and throughout the deployment.**

**In addition to Eploy benefiting hiring managers and candidates, our Talent Acquisition team now has much more time to focus on identifying the right candidates and nurturing their journey, without an unsustainable administrative burden that impacted the candidate experience and the Talent Acquisition team’s ability to deliver true value back to the business or demonstrate their professional capability.”**

*- Andy Nicholls  
Head of Talent Acquisition, SCC*



## 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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