



HAYS

case study: Hays improve the hiring for their client's call centre staff with award winning e-recruitment software **TalentTracker®**

introduction

Hays Specialist Recruitment are part of Hays plc, who are the UK's largest publicly listed recruitment group and a world leading specialist recruitment and HR services company. In 2004 they filled over 160,000 temporary and permanent specialist jobs with over 30,000 employers.

Part of Hays Specialist Recruitment's success is their focus in always delivering the best value products and services for their clients. This includes offering a fast and effective e-recruitment solution.

the problem

One of Hays clients, a leading financial company discovered their call centre staff recruitment as a proportion of overall recruitment is higher than any other area of the business.

In 2004 Hays proposed implementation of an online recruitment solution that would automate their recruitment process.

The recruitment solution for their client's call centre staff was required to ensure they consistently delivered an advanced level of customer service to their members.

The following key HR objectives were agreed when deciding to implement an e-recruitment solution:

- Offer a different methodology of recruitment in a highly competitive local market
- Offer a quicker and more accurate candidate screening process
- Improve the time from advert to offer
- Offer a system that would compliment other changes in the recruitment process
- A solution that can be tailored to meet the unique needs of Hays client

Hays needed an effective solution for their client that delivered the best results and experience for their business and candidates, enabling vacancies to be quickly filled with quality candidates.

The solution was **TalentTracker® eRecruiter**

the solution

The following tailored **TalentTracker® eRecruiter** solution provided a modular offering that will allow any company to have its own branded careers micro-site and application process.

- Careers micro-site
- Multi-stage online application process
 - Scoring questionnaire
 - Detailed application form
 - Diversity data capture
- Screen new applicants
- Secondary telephone screener for key competencies
- Record key data and outcome of assessment centres

A key factor in maintaining Hays client's customer focus was to ensure the right people were recruited. Detailed screeners tested competencies such as listening skills which are a key attribute to the customer service role.

the results

"**TalentTracker®** has proved to be a vital tool in our recruitment process, and has greatly increased the number of applicants processed. Not only has this reduced the timescales of recruitment from application to offer, it has enabled us to screen every candidate whilst helping us to fill our client's quota month after month."

- **TalentTracker®** is able to screen out employees that are not suitable for the role based on the killer questions, therefore the time spent on interviewing is not "wasted" i.e. interviewing somebody that is clearly not suitable to the role.
- Speed of recruitment has increased, reducing time from advert to offer.
- We are able to gather information about the candidate before they have started, making it easier to create the starter notification form as we already have most of the information required!
- The ability to find out information about a candidate which is impossible to do by reading an individual's CV e.g. listening skills

"Using **TalentTracker®** we can collate all required information for each candidate in one system. From personal information and application forms to the final process of assessment results and correspondence, allowing us quick access to details at the touch of a button ."

Sharron Pamplin, HR Consultancy & Training Director
Hays Specialist Recruitment