



## Industry Forum

Established in 1996 to help improve the performance and effectiveness of the UK's automotive industry supply chain, Industry Forum has grown into a multinational provider of sustainable business solutions to manufacturing companies in 30 countries over 5 continents. Boasting many blue chip clients in its portfolio, Industry Forum has become synonymous with manufacturing excellence, delivering some of the world's most consistent and successful transformations for business-critical manufacturing operations.

## Challenges

Pre 2014, recruitment at Industry Forum had been slow, with less than ten hires being made in 2012/2013. The average cost per hire was approximately £9,000. Primarily Industry Forum were using head hunters and recruitment agencies, as its direct hire strategy was not proving effective. During the economic downturn recruitment numbers remained low and so making improvements to their direct hire strategy had not been a priority. However, since early 2014 the company has seen significant growth and cost reduction – hence improvements to efficiency were back on the agenda.

The immediate challenges facing Industry Forum were around supporting the company's growth curve with qualified, high calibre individuals, without incurring astronomical recruitment costs.

A concern to Industry Forum was whether the head hunters and agency recruiters that they were using were able to deliver and fulfil all the new vacancies. In particular, there was concern around the breadth of knowledge and the search capabilities to find the quality and calibre of candidates required, as they had already started to struggle to fill a couple of key positions.

An increasing frustration to Industry Forum was the lack of control they had over the recruitment process. Liaising with head hunters or agents usually relied on a relationship with a single individual within the Industry Forum office. This could lead to increased pressures on one person to manage the recruitment and offered poor visibility to the rest of the business on how recruitment campaigns were progressing.

As the business was expanding, Industry Forum knew they needed to find a way to share their recruitment knowledge across all areas of the business, keeping all the information in a central system that anyone could access to check on progress and action as appropriate.



## The Process

Industry Forum initially had concerns that some of its vacancies were of a high technical level that would not be suitable for an online recruitment service such as Smart Recruit Online. However, during the initial trials, the first technical position was successfully filled in good time and satisfied any concerns that they might have had. Since then, they have gone on to successfully fill subsequent positions, each with their own niche requirements. To date, 15 positions have been advertised on Smart Recruit Online, all attracting high calibre candidates and the vast majority being successfully filled already.

Industry Forum take full advantage of the Smart Recruit Online service, using behavioural assessments and video interviewing tools within the platform to pre-screen their candidates. They have now set up multiple users on their account, so all areas of the business can have visibility on the area in which they are recruiting for. All information relating to candidates, their positions in the recruitment process and comments from staff are now all located on a single dashboard. Since using Smart Recruit Online, Industry Forum's hiring costs have been significantly reduced.

Michelle Bestwick, Executive Assistant at Industry Forum, said *"So far this year we have easily saved over £100,000. We continue to get quotes for individual hiring channels and recruitment boards where one single advert to just one board costs more than an entire campaign with Smart Recruit Online. This covers comprehensive support from the Smart Recruit Online team, to help construct the job adverts, optimise for SEO and provide help and advice throughout the campaign lifecycle. The Smart Recruit Online campaigns also post across multiple job boards, publications, local media and also social media platforms all for one fee. The free use of the Smart Recruit Online campaign manager platform, all included in the cost, has proven to be invaluable."*

Industry Forum is now able to easily manage several hire campaigns simultaneously and have full view of each stage of the recruitment process. All information remains in one place, even when a recruitment campaign has closed, creating a recruitment database (talent pool) that they can dip into again and again.

When Industry Forum was asked how Smart Recruit Online delivered against their expectations, they said that we had far exceeded them and went on to say *"The customer service at Smart Recruit Online is second to none. I recommend Smart Recruit Online to anyone who wants a cost effective, modern and transparent approach to recruitment. I would never want to go back to our old way of recruiting."* Michelle Bestwick, Executive Assistant.

## Find out how Smart Recruit Online could work for you

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