



Background and Challenges

Greenshields JCB was established in 1996, as the South East of England's premier dealer of JCB construction and industrial machinery.

Greenshields JCB are proud to have a fully trained, experienced and highly knowledgeable workforce. It is therefore essential Greenshields JCB ensure standards in the recruitment process are met to maintain a high quality workforce across all parts of the business.

On average Greenshields JCB were hiring 48 people a year, with 80% through recruitment agencies and 20% through other methods, such as staff referrals.

On average it was costing Greenshields JCB over £3,500 for each new hire equating to £168,000 in recruitment costs per year. Greenshields JCB were keen to reduce these costs and were also interested in looking to streamline and centralise all their recruitment activity, improve administrative efficiency and to bring more of their recruitment in-house.

The Process

Greenshields JCB were introduced to Smart Recruit Online in early 2014. They originally did a trial of the service and at the time of writing this report had completed a further 18 recruitment campaigns using the Smart Recruit Online system.

The trial role was for an office based support role, which saw 234 applications. Although impressed with the quality and quantity of suitable applications generated, the HR Manager explained that previously this would have been a logistical nightmare to manage. However with the Smart Recruit Online dashboard they found managing the candidates quick and easy. They explained that the dashboard had graded the candidates accurately into the correct order of suitability for them, so that they could go straight to the best candidates first and ensure that the campaign requirements were addressed as a priority. They were also pleased to experience how quickly they could professionally decline all of the candidates that were unsuitable at the click of a button, sending out personalised emails to let candidates know where they were unsuccessful, thus protecting the Greenshields JCB brand as a responsible employer of people.

The Outcomes

Greenshields JCB summarised their early experiences on the system, explaining that they found the platform very easy to use, with minimal training required for users and found it also widened their candidate reach and engagement across what is a sizeable geographical region.

Smart Recruit Online has provided Greenshields JCB with high volumes of good quality candidates for their most recent roles too and has started to generate a significant talent pool that Greenshields JCB can quickly and easily revisit at any time in the future.



Since committing to the SRO platform as their preferred recruiting system , Greenshields JCB have opted for a customised and branded dashboard, that reflect their corporate brand and provides quick and easy access to the relevant 'why work for us' information, videos and brochures as well as their website and social channels. SRO have also activated a feed directly into their careers page, so that visitors to their website will always be able to search, find and apply to live jobs within the organisation.

Greenshields JCB have saved tens of thousands of pounds in reduced recruitment costs and have significantly reduced their need to use external recruitment agencies. They now have far better control of their recruitment activities, greater advertising exposure and are operating a highly efficient, world class recruitment service that reflects the Greenshields JCB brand.

Client review:

Greenshields JCB have said the SRO customer support team have far exceeded their expectations. "They are always friendly, knowledgeable and prompt when responding to requirements or queries".

Greenshields JCB have enjoyed using Smart Recruit Online as a service and have said "I would recommend Smart Recruit Online as a fantastic platform to any HR team, or in house recruitment function".

Find out how Smart Recruit Online could work for you

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