



A recruitment case study

Back Ground and Challenges

WysePower are an established facilities service provider to the Construction industry. Established in 1958, the company currently employs over 150 direct employees nationwide.

Typically WysePower hire between 20 and 25 people a year. They do not have a full time in house recruiter and all hiring activity is facilitated by the HR Manager. The company has not invested in any third party recruitment software.

Most vacancies fall into the salary band of £30 - £60k p/a.

Previously they were using agencies, recruitment websites and job centres. The company's average cost per hire was around £4.5k and accrued to more than £80,000 p/a in up front recruitment costs.

In total about 60% of all their recruitment was done by 3rd party agency recruiters at a cost of around £70k p/a.

WysePower were interested in looking at how they could improve administrative efficiencies in regards to recruitment activity and reduce recruitment costs without impacting on the quality of new hires coming into the company. This is essential to their corporate objectives and established reputation.

The Process

WysePower was introduced to Smart Recruit Online back in late 2013. They received a demonstration of the service and immediately started a trial with two live vacancies. This was intended to provide a test of the service by advertising one vacancy that they believed, was slightly more difficult to fill than the other.

The first advertising credit was used for a role that they had previously found challenging to fill. It was for an SQL Developer vacancy. WysePower were quite surprised at the positive results generated, receiving in total 58 applications for the role, many of which looked highly suitable.

WysePower quickly and easily managed the applications received using the tools within the Smart dashboard, which they confirmed, had already graded their candidates into the correct order of suitability, placing the strongest candidates at the top of the first page of results. After reviewing and making notes on the SRO dashboard WysePower selected their three preferred candidates for interview and successfully filled the role. The 2nd trial campaign was delivered against a quantity surveyor role which was successfully filled in just a couple of weeks and was very straight forward.



The Results

Overall WysePower was extremely happy with the result making a hire with both trial credits.

Both positions would have previously been filled using agency recruiters. Subsequently they saved a total of over £7500 between the two hires.

Since running the trials, WysePower have successfully completed many more campaigns, saving many times this amount, by avoiding agency fees.

“We have saved tens of thousands of pounds in recruitment fees to date and the Smart Recruit Online platform has far exceeded our expectations on delivery”

WysePower have also commended the Smart Recruit Online support team, who they said have been extremely attentive and accommodating to their specific needs, far exceeding their expectations.

“I find the Customer Services team to be warm & friendly, extremely knowledgeable, flexible and provide the support our business needs with excellence!”

Overall WysePower are pleased with the increased coverage their jobs receive, that ultimately improves the overall quantity and quality of applications that they receive, enabling them to fill jobs from direct applications and removing the need to use agency recruiters. The simple and easy to use SRO platform provides them with increased visibility during the recruitment life cycle and the simple effective functionality means that by managing more of the process themselves has not placed any additional burden onto the HR team.

“Smart Recruit Online has proven to be a real success story for us and our recruitment processes”

Find out how Smart Recruit Online could work for you

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