

Vacancy Filler

Recruitment Software

CASE STUDY



HB Leisure

Reduced
workload
by 75%

Potential
JobBoard
savings £70k

Background

HB Leisure (HBL) is the world's leading attraction partner for skill games and amusements across the globe. Established in 1927, HBL operates in 20 countries across 80 sites and works with some of the most well-known and respected organisations in the theme park, visitor attraction and leisure sectors, such as Thorpe Park, Madame Tussauds, Legoland and Alton Towers.

On a worldwide level, HBL prides itself on having an epic team and employs around 4,500 people, both permanent and seasonal workers on an ongoing basis.

Challenge

Until around three years ago, hiring managers at each site undertook their own recruitment. However, when Julie Redfern, Head of HR at HB Leisure joined, she decided that a much more consistent approach was needed

throughout the process, including job advertisements. She established recruitment selection days at assessment centres throughout the country and rolled these out across the various sites.

This, however, was only a first step. The enormous level of recruitment, particularly seasonal, that was required worldwide still demanded a huge amount of time from all involved. Between January to December 2018, the two HR staff received over 15,000 CVs into their inbox. Using one or two job boards was no longer sufficient, particularly as 80% of candidates who sent in their CVs did not reply to an invitation to attend a selection day.

This lack of response was due to a number of factors, but one in particular, Julie believes, was that because of the sheer quantity of applications the small HR team had to plough through. Candidates had to wait quite a



Vacancy Filler is already helping us streamline our recruitment in so many ways. Finding the right people can be difficult, partly because unemployment is at an all-time low and this new software really helps us. At Alton Towers, the team hit the required recruitment numbers two weeks early for the first time! Feedback from the hiring managers has been very positive – they absolutely love it. As for the HR team, Vacancy Filler has considerably reduced our administrative burden – by as much as 75% and we will potentially save £70k on Job Boards.

JULIE REDFERN | HEAD OF HR | HB LEISURE





long time between sending in their CV and being invited to an assessment meeting, during which time many had probably received firm job offers from other companies. Frustratingly, however, as there was no automated system in place, there was no easy way of finding out for certain why so many candidates failed to respond.

Feedback from the hiring managers was that they wanted to use more than one job board, and at the same time, the role of the HR team expanded from recruiting just for the UK to all 19 other countries-covering 80 sites.

She comments “to tackle the ever changing recruiting challenges, we implemented some great initiatives across the business to improve how we engaged with candidates who were successful. But to support that, we needed a platform that could automate the whole recruitment process more effectively, which would, in turn, free up more time for the HR team to work on more strategic objectives”.

She continued “This could then underpin our Global Recruitment Strategy, as it could be managed centrally, driven by the HBL brand in the UK”. Fronted by a dynamic careers site with the ability to multi-post their branded job advertisements across a range of job boards and channels, another key objective was to provide candidates with fast and personalised engagements throughout their recruitment journey. It needed to be completely automated so that it would enable HR and hiring managers to be more productive and effective at all times.

Solution

Selecting an ATS or Talent Management Software was the first route. Initially, it needed to automatically post job advertisements simultaneously, to a wide range of job boards and at the same time cut the amount of admin work required from the HR team. After researching several alternatives, Vacancy Filler’s Recruitment Software was in the shortlist of four companies to talk to further. After a thorough business review, the HBL team were clear that Vacancy Filler could meet not just the key objectives but also be robust enough to deliver multi-site and international recruitment at scale and with high volumes of submissions. HBL also undertook due diligence to be assured

that Vacancy Filler could substantiate their software with customer references and a credible track record. Julie stated “Another factor was the sophisticated modules that were available free of charge. Vacancy Filler is a platform that could grow with our recruitment needs. Technology, such as Video screening is an example of what we can implement, when we are ready, which will save significant time and costs”. She continued, “A real game changer for HBL was the Onboarding module, which allows automated emails to be sent to new recruits including links to, for example, new starter forms and company information, and contracts which could be signed electronically with references checked by the system. We knew these would lessen the administrative burden both on the HR team, on hiring managers and on games and arcade managers across the country”.



What really led us to deciding that Vacancy Filler was the one for us was their people. The team clearly understood the recruitment issues we were having and were very supportive along the process. There was a strong rapport from day one, and they work with us not as a supplier to a customer but as an intrinsic part of our HR team. The support right from the beginning has been superb.

JULIE REDFERN | HEAD OF HR | HB LEISURE



Service is Everything

HBL have recently turned to Vacancy Filler’s Recruitment Services division to undertake all their branded job board advertising - managing the complete process from ad creation and purchasing credits, to liaison with the multiple job boards. This has helped HBL deliver a company branded candidate attraction process that eliminates basic admin functions, increasing their team’s productivity.

Users and candidates are also supported by email and telephone support. With this covered, HBL are confident that their candidates will be given the love and support they demand with the team facing less time fire-fighting.

Julie stressed “It’s been an absolute dream, the system was implemented within one week. When we need to make changes to anything, all we have to do is pick up the phone. They’re always on hand to give us advice when we need it and to act as a sounding board regarding recruitment issues.”



Results

- Reduced administrative burden by as much as 75%
- Potential saving of £70k on Job Boards
- Implemented to go live in one week
- Integrated with HB Leisure's dynamic careers site
- Hiring managers needed no more than an hour's training before they could use the system effectively
- 100% take-up by the hiring managers at every location in the UK but also in every HBL site across the US, as well as in the Netherlands and Germany
- Speedy online application submissions which provides appropriate forms including compliance to US employment laws
- Ability to recruit around 2,500 seasonal workers through a custom Talent pool
- BI & Analytics provide reporting to measure recruitment processes KPI's and goals
- Reduction in the use of traditional recruitment agencies for specialist recruitment
- At Alton Towers, the team hit the required recruitment numbers two weeks early for the first time ever!

Future

- HBL plans to use the free video screening module for first stage interviewing
- Automated DBS and criminal record checking options within Onboarding
- Expansion of their BI & Analytics drill down functionalities to accurately measure KPIs on the candidate journey and to assist with strategic provisioning and planning for the next generation of employees
- Extension of the Vacancy Filler platform to include the Induction app to enhance their candidate experience even further by engaging and informing new recruits. For example, posting the staff newsletter via the app across 20 countries, in order to give all employees an insight into what is happening at HB Leisure globally.
- The system will be rolled out next in Dubai, and potentially into other countries after that.



We'd definitely recommend Vacancy Filler to anyone involved in volume recruitment, including internationally. Looking back, I don't know how we coped without it!

JULIE REDFERN | HEAD OF HR | HB LEISURE





Why Vacancy Filler?



**BEST-IN-CLASS
ATS PLATFORM**



**SERVICE DESK
FOR CANDIDATES
AND USERS**



**CUSTOMER-CENTRIC
ROADMAP**



**DEDICATED PRODUCT
MANAGER**



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