



Solution	BigRedSky
Company	Greater Building Society
Industry	Financial Services
Employees	700
Applications	Up to 200 for call centre positions
Recruits	80-150 per year
Branches	66
Challenge	Take a more streamlined and professional approach to several HR functions, including recruitment, which currently take up about 50% of the HR coordinators time.

CASE STUDY – GREATER BUILDING SOCIETY

Great System Rollout at “The Greater”

Greater Building Society, based in Newcastle, has 700 employees across New South Wales and southeast Queensland, working in roles as varied as cashier, branch manager, branch supervisor, call centre officer, loans, transactional services and corporate support.

Operating in the financial services industry, the organisation boasts a turnover rate lower than industry average, with one employee celebrating his 35th anniversary with the company this year.

Out with the Old

Until March 2007, the Greater used a manual recruitment system. Their direct ads contained email and postal addresses. (Only about 5 % of positions come through recruitment agencies). When a CV was received, it was printed off and sorted into A, B and C piles. Hard copies would go to the line manager, a shortlist decided and interviews arranged. All applications were kept for six months and then destroyed.

Fiona McKensy, one of the HR coordinators responsible for the organisations centralised recruitment function says that due to both the growth of the organisation and the growth of HR, they needed to take a more streamlined and professional approach to several HR functions, including recruitment, which takes up about 50% of her time.

The Business Case

Before deciding to move to an e-recruitment system, McKensy presented a business case to management in September 2006. In a cost/benefit analysis, she predicted the greater would realise savings in a number of ways. “We expected lower annual costs for newspaper ads, both because of the smaller size of the ads themselves and the lower number. The other big plus we expected was to be able to build a talent database that we could tap into, so we wouldn’t have

to advertise every position,” she says. HR administration time and costs would also be realised with a change to an electronic system.

In with the New

Her first port of call was to look at the “bolt-on system” that could be attached to their payroll system. That solution was dismissed because “it would only have delivered 50% of what was need.” Luckily, BigRedSky made contact with Greater Building Society at the same time McKensy was searching for a provider. “We looked at their capability, spoke to the sales person and had them in for a demonstration of the system. We also considered another provider that was able to demonstrate similar capability, but their solution was 25% more expensive than BigRedSky’s,” she recalls.

So Far, So Good

“So far, we are very happy. The level of professionalism we project has greatly improved. This was really noticeable when we started recruiting for a HR assistant. The candidates were impressed they would be working with such a professional recruitment system,” she says.

The members of the HR team have also found it much easier to communicate with each other about the status of an application. McKensy and her 3-day per week colleague can access the notes on each applicant and know who last spoke to them and what was said or arranged.

Technical Issues

“We’ve only had a few candidates who have experienced technical problems. I’ve put them in touch with BigRedSky’s help desk and they have sorted them out,” says McKensy. “The help desk has responded to my email enquiries very quickly – usually within an hour,” she adds.





The Future

Greater Building Society recruiters are looking forward to utilising the administration questions in the system. This will mean, among other things, that payroll and training will be automatically notified of all the details of a new employee, removing the last of the paper forms involved with the recruitment cycle.

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HOW e-RECRUITMENT SOLUTIONS CAN WORK FOR YOU

Improve candidate attraction

Make your website work for you, accept speculative applications, set up candidate alerts.

Reduce administration by up to 50%

Save time and resources with automated application responses, online interview scheduling, email templates for personalised communications to candidates.

Reduce time to hire

Centralise your recruitment process including approvals, advertising, filtering and workflow.

Reduce spend

Save on recruitment agencies and advertising by building your own talent database with search-and-screen technology.

Quantify your success

Produce instant reports - on time to hire, cost per hire, vacancy status, agency performance - at the touch of a button.

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Tel 03 8684 2039
web www.erecruitmentsolutions.com
email erecruitmentsolutions@thomsonreuters.com

