

OXFORD INSTRUMENTS

One of the world's leading players in research and development equipment has reduced its candidate handling time by 75 per cent after it invested in Eploy's revolutionary applicant tracking and recruitment software system. They then pioneered mobile E-recruitment with Eploy's next-generation web platform for in house recruiting.

Oxford Instruments, a UK-based company that designs and manufactures tools for industry and research, moved all its global recruitment requirements for permanent positions in-house after being impressed with Eploy's flexible cloud recruitment software.

The FTSE 250 company, which employs 2,000 people and operates in Europe, USA, and Asia, needed a first-class, yet simple and effective system that would alleviate the administrative burden and time-to-hire problems that HR staff were faced with.

The Challenge

The in-house recruitment team went from using spreadsheets to manually handle 50-60 permanent vacancies a year to more than 200 after the company grew rapidly as a result of acquisitions and organic growth, which saw an increase in profits of 76 per cent.

Vicki Potter, Oxford Instruments' Recruitment Manager, said she was impressed with Eploy's approach to what was a major project for the large, multi-national company. Eploy's technical team listened carefully to its needs and worked to customise the software so that it complemented its operations, she said.

Key to their requirements were reducing administration, good CV parsing technology, a



feature rich career portal, powerful search tools and management reporting.

"We needed a dynamic applicant tracking and recruitment system that could provide enhanced job and candidate search facilities, link and integrate with advertising job boards and process CV applications in an efficient way," explained Vicki.

After looking at five leading systems, Oxford Instruments opted for Eploy®'s clean and efficient web-based technology. Other systems that it looked at were based on old style applicant tracking databases and would have "forced" changes in the way it handled recruitment.

"We didn't want the system just to be a 'clunky database system' because in the industries in which we work, the skills change as technology changes," said Vicki. **"We don't want to search a database for a candidate whose skills might now be out of date."**

The Solution

Eploy demonstrated that it could enhance the front-end application process / candidate experience and that it was "scalable", which means Oxford Instruments has the flexibility to bolt on different modules as it requires them. The user friendly career portal allows candidates from all over the world to easily

find and apply for suitable vacancies. Eploy's software system is web-based and, unlike some of its competitors, works on all browsers, enabling users to access the system from multiple devices like smartphones, tablets and Macs.

Initial Impact

"We are very happy with the Eploy system; it is very intuitive and provides a lot of functionality and management reporting features that are ideal for our needs," said Vicki.

The CV parsing technology automatically processes any CV format with 95 per cent accuracy, which means that recruitment staff can manipulate data and accurately match candidates to roles.

"This not only saves time during the recruitment process but means we can quickly pre-sort applications before sending them instantly to line managers across the UK and abroad via Eploy's Hiring Manager portal," said Vicky.

"It is future-proof, flexible, reliable and easy to keep up-to-date and maintain. Ultimately it means that our recruiters can focus on making sure the candidate and client experience is the best it can be."

Chris Bogh, Technical Director at Eploy, said its customisable systems were increasingly in demand from global businesses that needed flexible and efficient ways of working.

Mobile Recruitment

Chris Bogh, Eploy's Technical Director, explains: "Over the last 2 years, we have invested more than £¾ million in R&D to create this new technology so that we can give our customers more than just a 'mobile friendly' site. It's about being 'mobile

enhanced', giving all users of the system – recruiters, hiring managers and candidates – a full desktop experience while on the move."

Vicki Potter, Oxford Instruments' Recruitment Manager, said having an integrated mobile-enhanced platform is essential because statistics show that 80% of people now access websites via mobile technology first.

"As an international company respected for its technical expertise, our career portal needed to reflect the latest in technology and be fully mobile accessible," she said. "This is important for our employer brand to be highly credible and to be seen as leading the way to attract the best talent internationally. Today, candidates, especially from the technology world, expect to be able to access and interact with a company website while on the move and from any mobile device."

Social Recruiting

"It was also important that our career portal connected to our social media channels, where we have a loyal international following," continued Vicki.

The new mobile-intelligent search and interactive map facilities help a candidate search for jobs by location and allows them to share them on social networks. The feedback so far is that it is being really well received."

She said the additional advantage of having an Eploy powered recruitment portal is that it seamlessly integrates with Oxford Instruments' existing corporate website. This creates a consistent corporate image and a more unified and fluid experience for candidates.

"After taking the decision a couple of years ago to move all our global recruitment requirements for permanent positions in-house, it has been crucial that we present a consistent image across everything we do, so potential candidates know and understand what the Oxford Instruments brand stands for," explained Vicki.



"A seamless corporate image across all our web platforms is an essential part of that, and only Eploy has the tools to deliver on this.

"Plus, because all information is centrally stored, tracked (including social media channels) and reported at source, I now know exactly what the recruitment costs are and where there are performance gaps in every international region we operate, which is important as the company continues to grow rapidly," she added

Multi-lingual E-recruitment

Not only has Eploy created a bespoke platform that fits in with Oxford Instruments' corporate policy, it has also created a multi-lingual version of the career portal, initially German but more languages will follow.

"As an international company this is absolutely essential," said Vicki. "English is an international business language, but it's respectful when building close relationships with candidates to communicate in their native language. It's a key part of our inclusive values and integrity as a company."

a completely mobile-compliant platform, Oxford Instruments is way ahead of its competitors. Eploy Connect allows them to manage multiple recruitment activities centrally by linking recruitment portals, social media, and communication via email and SMS into a single automated system."

Vicki concluded: "We are proud to be the first company to pioneer Eploy's new web platform, and through the transition it was evident that it was a priority for them to get it right. The support and service we received during the process was excellent."



£500K reduction in external costs

Return on Investment

The transfer to the new web platform came just a year after the global, UK-based company invested in Eploy's applicant tracking and talent management software to help manage direct recruiting in-house - this has already resulted in Oxford Instruments saving £500,000 a year on external recruiting costs.

Chris Bogh adds: "Progressive organisations like Oxford Instruments are thinking much more carefully and cleverly about how potential candidates can access and interact with their career portal.

"By becoming the first company to transfer to





About Eploy

Finding and recruiting candidates who are the perfect fit for your roles is always challenging. Fortunately Eploy's world-class recruitment software makes it much, much easier.

We've been helping leading companies move to the cloud and recruit faster and smarter since 1998.

Eploy is precision-engineered to work on every platform and add value to every stage of the recruitment journey. Eploy automates and simplifies recruitment processes to help you attract, engage, recruit and onboard candidates quickly. As Eploy is also your full talent engagement platform you can manage your relationships with candidates, departments and hiring managers better. With a high degree of measurability, you can track and analyse your recruitment performance, quality, costs and timescales accurately.

Our cloud-based recruitment platform is reinforced with market-leading mentoring and cross-sector expertise so you get the training and support you need to achieve a powerful commercial advantage.



Faster, Smarter
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