Pinpoint

Streamlining recruitment adminstration and increasing the volume of high quality candidates

COMPANY
Fairway Group

COMPANY SIZE
100 Employees

INDUSTRY
Finance

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What is Pinpoint?

Pinpoint is end-to-end hiring software designed to make finding, engaging and hiring the right people simpler. Attract top talent and make applying a breeze.

Get every vacancy in front of the best candidates
through automated, targeted, social media adverts without waiting for help from your marketing department.

Increase the number of quality applicants you get
through a branded recruitment website that takes minutes to set up and requires no support from IT.

Improve the quality of your hiring decisions
by involving your whole team in the filtering and evaluation of candidates through our online collaboration tool and applicant tracking system.

Reduce the admin that is often associated with in-house hiring
by updating, accepting, rejecting, and scheduling interviews with all of your candidates at the click of a button. No more back and forth with emails and phone calls to find a time that suits everyone.

Save on future recruitment costs and reduce the time to hire
by building a talent pipeline of relevant candidates who weren't hired for a role today but who might be suitable for future roles in your organisation.
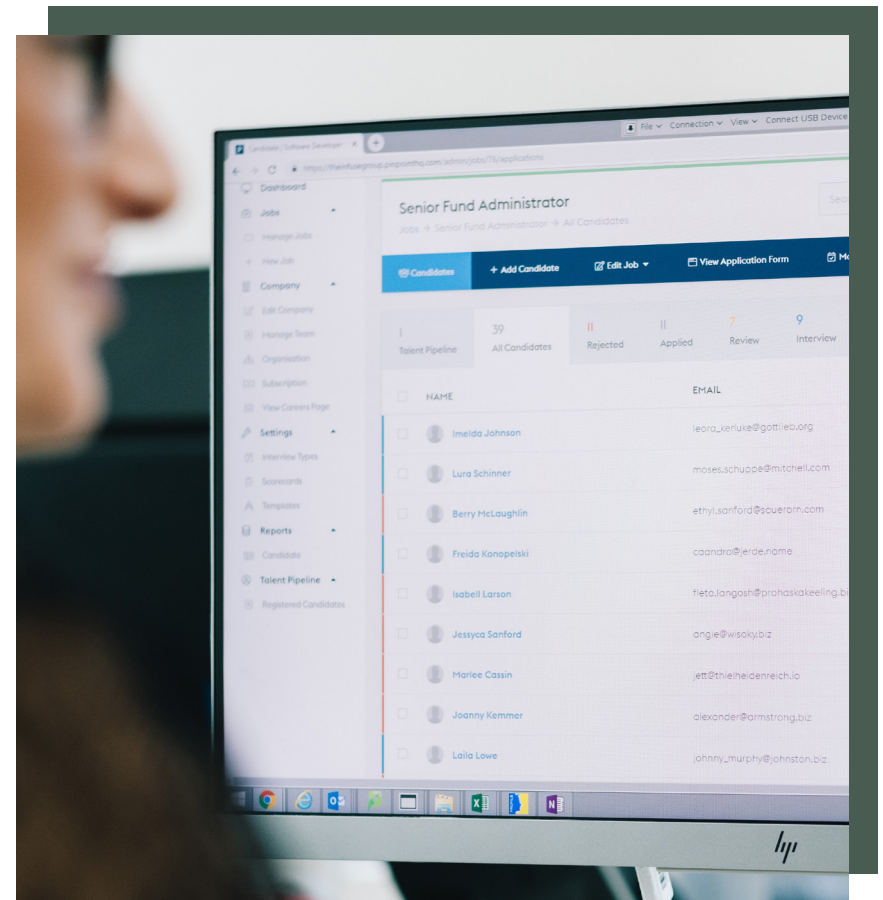
Fairway Group's Hiring Challenge

Fairway Group needed a strategy for attracting more candidates whilst simultaneously reducing the time spent on recruitment admin. This is the story of how Fairway Group used Pinpoint to improve their candidate experience and recruitment processes.

Fairway Group's Challenges

They were heavily reliant on recruitment agencies.
Agencies were seen as an efficient way to fill vacancies, but they attract a recruitment cost and a number of important roles had been left unfilled for a period of time.

They needed to improve their internal processes.
Hiring managers throughout the business are actively involved in recruitment decisions and CVs were being sent for review by email. As a result, the HR team didn't always get feedback in a consistent manner meaning benchmarking candidates was a challenge.

They needed to attract more of the best candidates.
After similar success in previous organisations, Fairway Group's new HR team wanted to improve the candidate experience and focus on recruitment marketing to begin attracting passive candidates rather than only those actively seeking positions through agencies.

Solution Phase 1: Streamlining Processes

Pinpoint has allowed the HR team to focus less on administrative tasks and more on improving the recruitment experience and attracting the best talent.

Life before Pinpoint
Fairway Group is growing and without a centralised system to handle the whole recruitment process, there was a lot of manual work involved in making each new hire.

There was opportunity to improve processes for where information should be stored, how feedback on candidates should be submitted by hiring managers, and what communications should be sent to candidates at each stage of the hiring process.

With multiple recruitment agencies providing candidates for each role, it could sometimes be a challenge to establish which agency and consultant had referred specific candidates.

The Journey
A new HR team has recently joined Fairway Group, led by HR Director Matt Ebbrell. The team wanted to put new processes in place that would reduce the amount of time spent on recruitment, whilst improving the experience for candidates. The spreadsheets and document storage system that they developed to support these processes worked to some extent but, following a demo of Pinpoint, they quickly understood the value of having one system.

Pinpoint's Customer Success team have been on hand throughout the set up process, setting up all of the current vacancies, helping integrate with Fairway's website and offering training and support.

Where are they now?
Fairway now have a central system for storing candidate data for both direct applicants and those provided by recruitment agencies.

The HR team and hiring managers are using Pinpoint's interview scheduling tool to reduce the time spent coordinating interviews, giving candidates greater choice and control.

By setting up default branded communication templates, candidates can be kept up to date at any stage of the hiring process with the click of a button.

This is saving Fairway Group's HR team and hiring managers a considerable amount of time that can now be invested into finding and retaining more of the best talent.
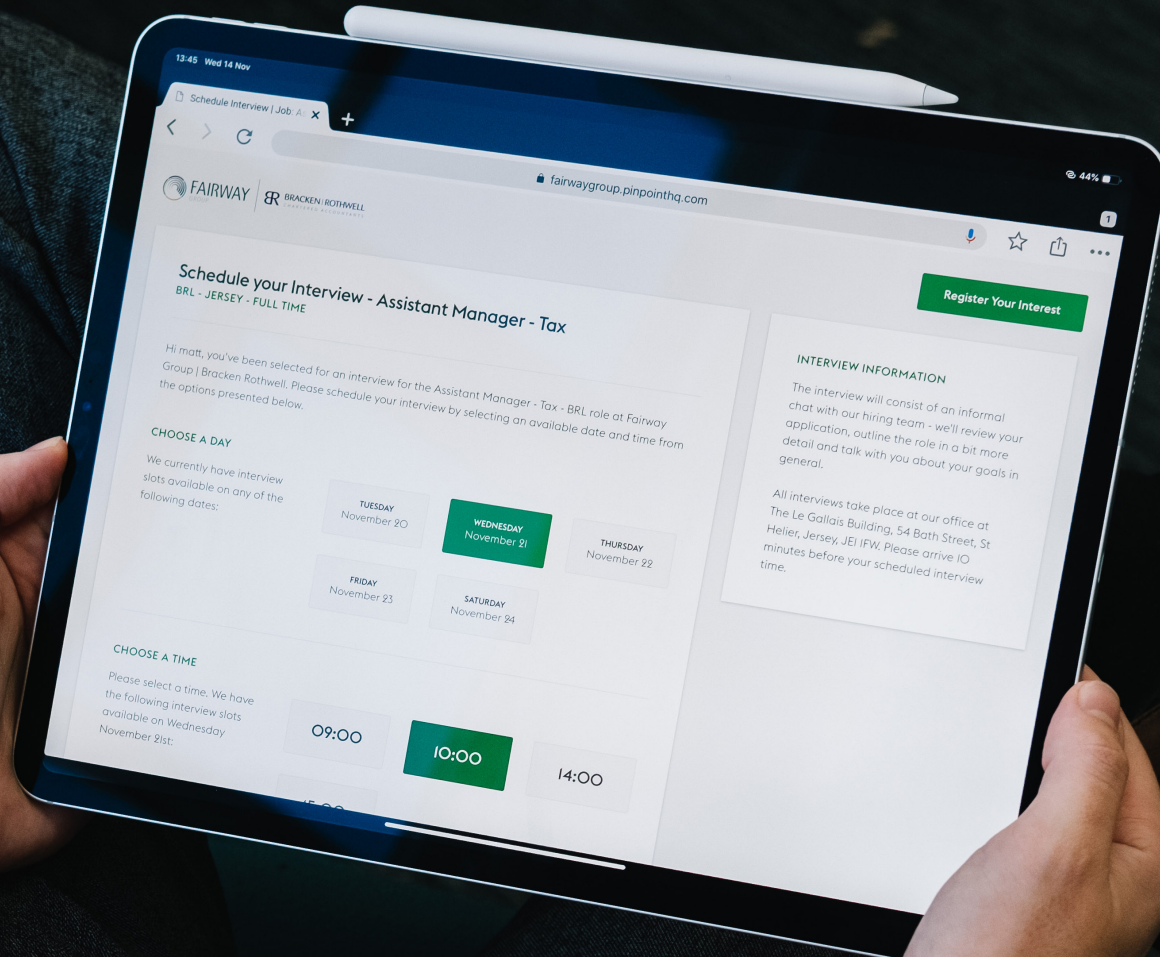
JODIE O'BRIEN
HR Manager

"Recruitment admin was taking too much time - sending CVs to hiring managers and getting their feedback, organising interviews, communicating with candidates, and trying to keep control of documents. Pinpoint has massively reduced our admin, keeps all of our information in one place, and helps to make the application process easy, equal and fair for all candidates."

Solution Phase 2: Collaborative Hiring

Pinpoint has helped the HR team get better feedback from hiring managers whilst keeping control of access to sensitive candidate data.

Life before Pinpoint

Close communication between the HR team and hiring managers is critical when it comes to selecting the right candidates for interview. Previously, the HR team would receive a CV, email it to the hiring manager, and then wait for a response. This feedback would then be manually collated and shared accordingly - a very labour intensive process.

Feedback would then come in through a number of emails from different people involved in the process, and in different formats. The HR team would then have to manually compile this feedback and (in conjunction with the hiring manager) decide who to invite for interview.

Even though data controls were in place, information was being shared by email which posed a potential risk in terms of how the data was managed.

Finally, because of the different styles and formatting of CVs received (and some being as long as 15 pages), the HR team could not be sure that every CV was given a fair and accurate summary for managers to review.

Where are they now?

The information submitted in CVs is automatically standardised by Pinpoint. This makes it easier to assess and compare candidates and makes the pre-interview selection process faster and fairer.

The HR team can provide and revoke access to candidate data on a job-by-job, user-by-user basis meaning that hiring managers only have access to the information that they need during the time that they need it, with no risk of the data being left in inboxes or shared accidentally.

Feedback from hiring managers and HR is submitted through Pinpoint. Scorecards allow each person involved in the selection process to rate each candidate based on pre-determined criteria. The HR team can then see who has or has not provided feedback on each candidate, and assess the feedback in one central place without trawling through emails and meeting notes.

This also helps from a compliance perspective - ensuring that the reason that one candidate was selected over another is clearly documented and transparent at all times.
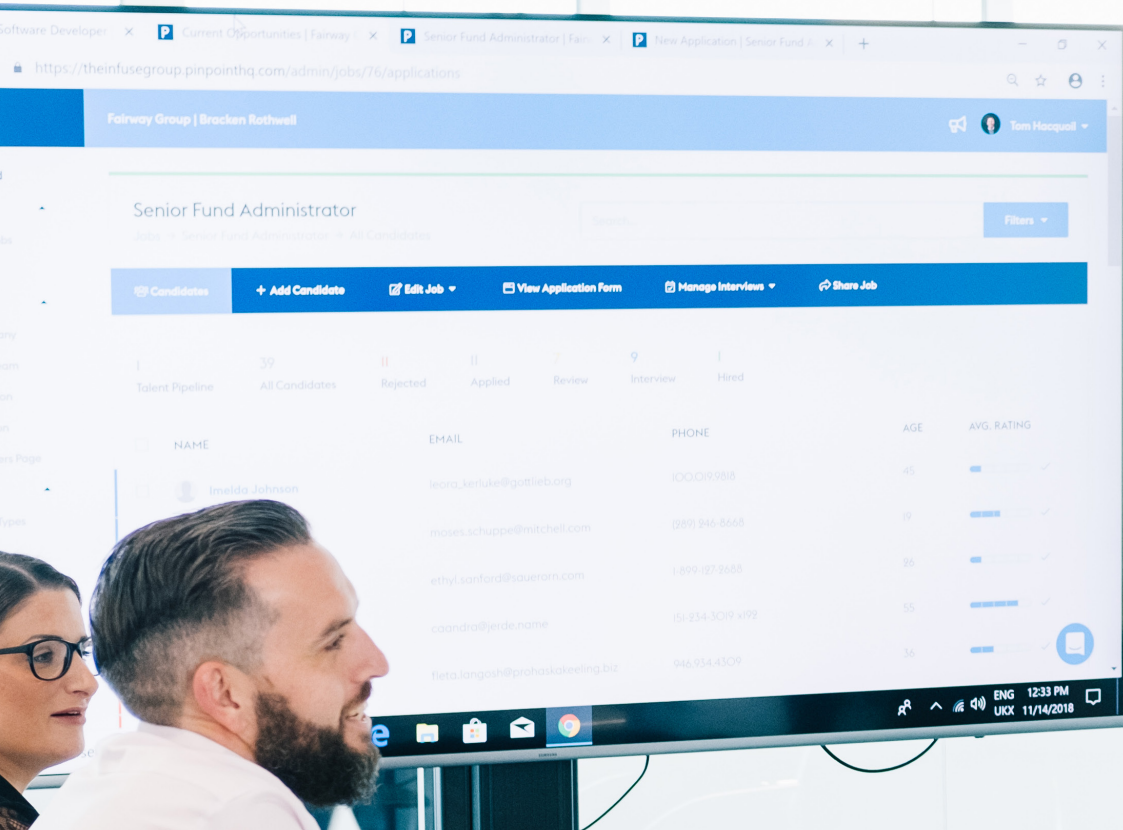
MATT EBBRELL

HR Director

"I have worked with recruitment software in previous organisations, but it has needed a huge amount of customisation, was very expensive, and required a lot of technical knowledge to navigate. Pinpoint is easy to use and everyone who saw it during our trial phase really liked it. In the past I've also harnessed the power of social media advertising to reduce recruitment costs and I wanted to achieve the same for Fairway. Pinpoint has allowed the HR team to own our recruitment marketing with minimal support from our marketing department and without a steep learning curve or the pain of trial-and-error."

Solution Phase 3: Recruitment Advertising

Targeted social advertising is helping Fairway to achieve their goal of an average time to hire of six weeks and a reduction in recruitment agency spend.

Life before Pinpoint
Fairway have an excellent in-house marketing function, but balancing recruitment marketing and employer branding activity with other marketing pressures is always going to be a challenge. As a result, the HR team has relied heavily on recruitment agencies to fill vacant positions.

They also lacked a talent pipeline which resulted in the further need to use agencies when vacancies arose.

A significant amount of time was invested in going back-and-forth between the HR and marketing teams just to get job descriptions published, updated, and removed from the company website.

The Journey
Fairway's new HR Director Matt Ebbrell had experience attracting passive candidates directly in a previous role. He had used social media advertising to achieve this and was keen to get started with effective social media advertising for open positions as soon as possible.

The Pinpoint Customer Success team worked with Matt and his team in support of this, using Pinpoint's social advertising functionality to advertise a number of key vacancies.

Where are they now?
The Pinpoint platform includes a customisable, branded recruitment website. By using this, Fairway's recruitment website is automatically updated every time the HR team add a role to Pinpoint. This is already saving hours of back and forth with the marketing department.

They are also leveraging the automated social advertising features within Pinpoint to grow their direct candidate pipeline and reduce reliance on recruitment agencies.

This year, they expect direct hiring through automated social advertising to displace a large degree of their recruitment agency spend, whilst simultaneously reducing their time to hire and improving awareness of their brand in the marketplace.

SAM WILKES
Marketing Manager

"The biggest win with Pinpoint is the time saving. It's already taken meetings out of my diary. I've got an hour a week back just from not having to add, edit, and remove jobs from our recruitment website. **Simplicity is key.** How simple is it for us? How simple is it for candidates? Candidates want to do things quickly and attention spans are shrinking. **Pinpoint takes away all the usual frustrations involved in applying for a job.**"

Pinpoint

Pinpoint is end-to-end hiring software designed to make finding, engaging and hiring the right people simpler. Attract top talent and make applying a breeze.

Ready to improve the way you hire?
Speak to one of our hiring experts today.

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CALL US
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LEARN MORE
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