Pinpoint

Reducing recruitment costs and making better hires with a little help from Pinpoint.

COMPANY
Jersey Electricity

COMPANY SIZE
350 Employees

INDUSTRY
Utilities

sales@pinpointhq.com   www.pinpointhq.com   +44 20 3608 5943

What is Pinpoint?

Pinpoint is recruitment software designed to help HR teams and in-house recruiters automate their admin, attract more of the best candidates, and reduce reliance on agencies.

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.

Jersey Electricity's Hiring Challenge

Jersey Electricity had a number of business-critical vacancies that were going unfilled, even with support from recruitment agencies. This is the story of how Pinpoint has helped Jersey Electricity **attract 200% more candidates, and reduce recruitment costs by 83%.**

Jersey Electricity's Challenges

Their website wasn't converting visitors into candidates.
Their recruitment website was difficult for the HR team to update, resulting in a list of vacancies that was often out of date.

Their limited recruitment advertising was having little effect.
Only candidates actively looking to work at Jersey Electricity would visit their recruitment website. Most job seekers wouldn't automatically think of Jersey Electricity as a potential employer despite the wide range of great roles available from carpentry to accounting.

Because of this, they were relying on traditional channels to fill vacancies with varying degrees of success.
This was expensive, and losing them opportunities to both grow their employer brand and to build a candidate pipeline for the future.

Solution Phase 1: Candidate Experience

Pinpoint has increased the number of quality applicants through a branded recruitment website that took minutes to set up and can be updated instantly by the HR team.

Life before Pinpoint

Jersey Electricity's recruitment website was difficult and time consuming for candidates to navigate and use. It was complex for the HR team to update without support from IT, resulting in a list of vacancies that was often out of date.

Jersey Electricity had trialled online applicant tracking tools but due to their complexity, and challenges with integration with other systems, implementation was halted.

The Journey

Following a Pinpoint demo, the Jersey Electricity team were convinced that Pinpoint would save them considerable administrative time, help them source more relevant applicants, and unearth useful hiring insights. The team then reviewed Pinpoint against a number of alternative offerings and their existing systems and quickly decided to push forward.

The same day, Pinpoint's Concierge Onboarding team helped Jersey Electricity to set up their branded recruitment website, linked it with their main website, and added all of their existing vacancies, as well as a number of pre-screening questions.

Where are they now?

Jersey Electricity now have a fully functional recruitment website that is always up to date.

Jersey Electricity received their first applicant through the new recruitment website just 4 hours after it went live.

Candidates that have applied through the system like the user-friendliness of the portal and appreciate the ease with which applications can be made.

By using Pinpoint for their recruitment website, Jersey Electricity now receive triple the number of applicants for each role that they promote.
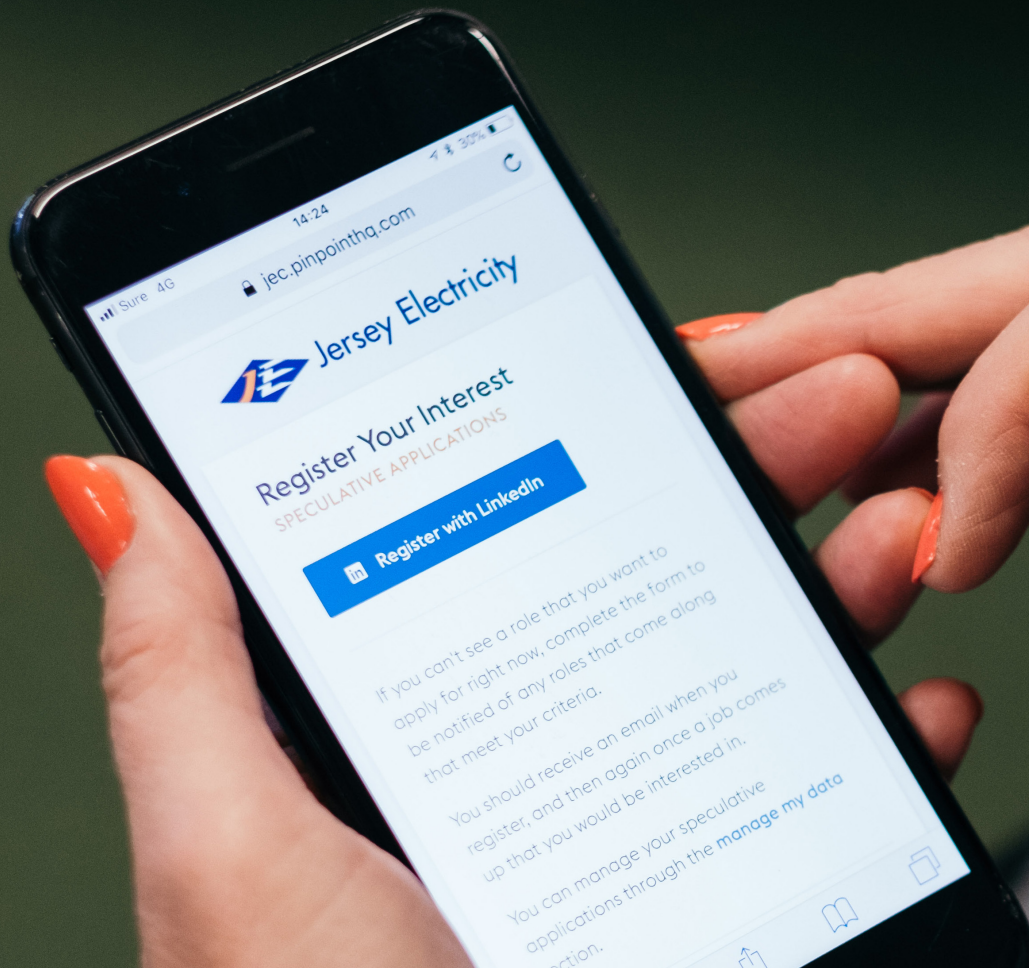
83%

REDUCTION IN RECRUITMENT COSTS

200%

MORE APPLICANTS

ANDREW WELSBY

HR Director

"The simplicity of Pinpoint and the ease of integration is what I like the most about this software. The team were up to speed with little downtime in training and we were able to integrate the software with our website within a few hours."

Solution Phase 2: Attract More Candidates

Pinpoint has helped the HR team source more candidates through social advertising, resulting in more people considering a career with Jersey Electricity.

Life before Pinpoint

An average vacancy took between six and eight weeks to fill and the Jersey Electricity team were under significant pressure to fill a number of difficult, business critical positions that they'd been advertising for several months with little success.

A lack of quality 'direct' candidates had driven Jersey Electricity to engage recruitment agencies to fill a number of roles, but this was a very expensive approach and had varying degrees of success.

The Journey

Pinpoint's customer success team spent time with the Jersey Electricity team to understand the type of person they were looking to hire and offered advice around positioning their vacancies in a way that would be more attractive to potential candidates.

The Jersey Electricity team then used Pinpoint's social recruiting tools to advertise the vacancies to an audience of their ideal candidates through Facebook and Instagram.

Where are they now?

Using social advertising, Jersey Electricity are now direct-sourcing most of their candidates and reduced their recruitment costs by 83%.

Social advertising is now being used to promote every vacancy as a way to attract more great candidates. The long term benefit of this is that job seekers who wouldn't have previously considered a career at Jersey Electricity are reconsidering this as they see the wide variety of opportunities on offer.

Finally, because every candidate that applies for a role will be saved in the system along with the feedback from hiring managers during the selection process, candidates that scored highly but were not ultimately hired can be considered for other positions in the future before any further advertising takes place.

STARTED USING PINPOINT SOCIAL ADVERTISING
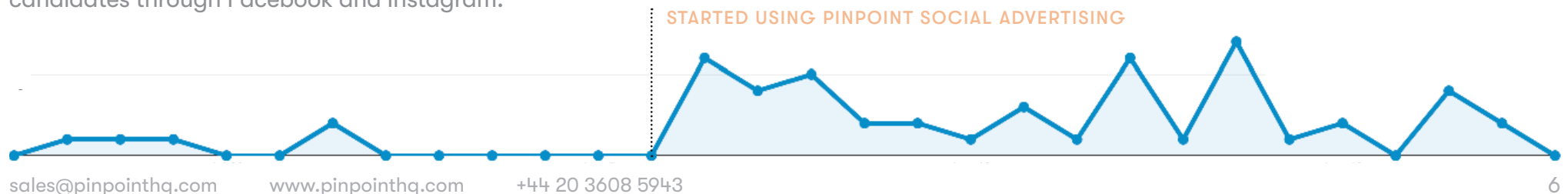
3
MONTHS USING PINPOINT

2,950
CANDIDATE INTERACTIONS

148
APPLICANTS ACROSS 11 ROLES

11
CHALLENGING ROLES FILLED

£185
AVG COST PER VACANCY FILLED

Solution Phase 3: Reduce Recruitment Admin

Switching from recruitment agencies towards in-house hiring is often associated with additional admin. Here's why it's different with Pinpoint.

Life before Pinpoint

The process of communicating with candidates was inefficient and contributed to the feeling that it would be easier to outsource to a recruitment agency rather than recruit in-house.

In particular, the process of scheduling interviews was time consuming. It required co-ordinating the calendars of up to five people on the interview panel as well as the candidate. Because there were multiple candidates being interviewed for multiple roles at any one time, this quickly became a huge administrative burden for the HR team.

The Journey

All of Jersey Electricity's applications, as well as all candidate correspondence and any internal hiring communications, are now stored centrally in Pinpoint.

Pinpoint's customer success team delivered on-site training for all relevant stakeholders across multiple sessions. Fifteen Jersey Electricity team members are now frequent users of Pinpoint, reviewing applications, providing candidate feedback, participating in candidate interviews, and viewing hiring reports.

Where are they now?

With feedback from hiring managers and HR stored centrally for every applicant, deciding who to interview is now a much faster process.

Using Pinpoint's built in candidate communication tools and automated interview scheduling system has significantly reduced the amount of time spent ensuring that candidates are kept up to date with the progress of their application.

To help with GDPR compliance, candidates are able to manage their personal data held by the recruitment team through an online portal.

CLAIRE PERCHARD

Senior HR Business Partner

"Pinpoint is easy to use and means you can train hiring mangers in-house in minutes. Using the software to set up pre-screening questions makes shortlisting candidates a quicker and fairer process. By utilising this technology **it has changed the way my team work and has enabled them to concentrate on value added tasks** rather than administration tasks that are onerous."

Pinpoint

Pinpoint is recruitment software designed to help HR teams and in-house recruiters automate their admin, attract more of the best candidates, and reduce reliance on agencies.

Ready to start hiring more of the best candidates?
Speak to one of our hiring experts today.

EMAIL US
sales@pinpointhq.com

CALL US
+44 20 3608 5943

LEARN MORE
www.pinpointhq.com