@eploy

LADBROKES CORAL GROUP

How the then Gala Coral Group found recruitment zen with an award winning ATS & Recruitment CRM with self-service dashboards and metrics.

Ladbrokes Coral Group, one of Europe's leading betting and gaming companies, launched their first Eploy-powered careers site (https://galacoral.careers) in April 2016. With Eploy, the group has consolidated E-Recruitment on a single platform designed for the specific needs of each group company. Encompassing Coral Retail, which has over 1850 UK retail outlets, Interactive, Support Centre, Customer Support & Stadia – the new solution covers the full recruitment journey from job requisition through to onboarding.

A year on from launch, Ladbrokes Coral are continuing to reap the rewards of moving to a modern Applicant Tracking System and Recruitment CRM with built-in, self-service dashboards & analytics

Recruitment Challenge

Before implementing Eploy, the business was using software that they felt was not fit for purpose. "The system we were previously using wasn't great, and that affected the relationship we had with our technology partner," explained Su Britter, Head of Talent and Development at Gala Coral Group. "We were losing 80 - 90% of candidates through the candidate journey. One of the biggest reasons for the high dropout rate was that candidates had to duplicate so much information from their CVs into online forms."

In addition to their issues with the candidate experience, the limited reporting features in their legacy recruitment software meant that the Recruitment, HR & Payroll teams were all unable to measure, monitor and gain insight into their recruitment process.

The Solution

Following an in-depth tendering process, the group chose Eploy as their preferred technology partner. With Eploy, they received a world-class recruitment technology package including:

- **A modern, mobile-responsive careers site** that candidates can access on mobile, tablet and desktop.
- **A greatly improved candidate experience** candidates can quickly register on https://galacoral.careers with their social profile (including Facebook, Google+ and LinkedIn) and upload their CV from cloud storage such as Google Drive, Dropbox and OneDrive. CV's are automatically parsed into Eploy's Applicant Tracking System.
- **Seamless, bi-directional integration** with Powermeeter's video interviewing system.
- **Onboarding** – including reference collection, new join forms and digital contract signing.
- **Comprehensive self-service recruitment business intelligence and metrics**, delivered

through Eploy's awarding winning Dashboards.

- **Hiring Manager web portal**, offering streamlined task-based recruitment for hiring managers across the group
- **Flexible recruitment workflow**, enabling the unique process requirements of each group division to be accommodated without the need for multiple systems

The Results

Within the first year Eploy had already delivered a significant improvement in the company's recruitment function.

"We focused very hard on improving the

750,000
ANNUAL CAREERS SITE VISITORS

candidate experience", explains Britter. Candidate dropout rate is now closer to 19% which represents an improvement of 61%. The careers site alone receives over 750,000 visitors a year and almost 4 million page views.

"In general, we are very happy with Eploy- both with the technology and the relationship we have with them," explained Britter. "One of the things we like most about Eploy is that they are willing to listen to feedback."

61% improvement CANDIDATE DROPOUT RATE

Eploy's implementation methodology is very much based around a collaborative approach. The unique approach means that customer's feedback on designs and processes is extremely important to the overall finished product.

"We're delighted that we've been able to support the Coral team in gaining control over their candidate experience, and gain valuable insights into their recruitment function through Eploy dashboards and metrics. The future looks bright for the now Ladbrokes Coral Group and we look forward to continuing to help them meet and exceed their hiring goals," said Eploy CTO Chris Bogh.

Key stakeholders throughout the business have rapidly adopted the new recruitment platform. "If it didn't work, we'd hear about it!" said Britter. "It's a bit like getting paid: you only complain if something is wrong, but Eploy just works."

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Dashboards & Analytics

When asked 'What specific area of Eploy do you rely on the most?' Su replied, "That's an easy one, metrics and dashboards, without a doubt!"

Eploy's award winning metrics and dashboards allow Gala Coral to report on all aspects of their recruitment process, from accurately analysing the source of applicants through to tracking the efficiency of the onboarding process.

As Eploy dashboards and metrics are completely self-service - it means that teams within each business unit and department are able to access their own KPIs – from retail to customer support, hiring managers to payroll administrators.

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>
> Su Britter, Head of Talent & Development, Gala Coral

The Future

Since implementing Eploy there have been some big changes at the group, most notably the £2.3bn merger with Ladbrokes Plc.

Now trading as the Ladbrokes Coral Group Plc, the merger has provided the group with the opportunity to be the biggest, best and most admired business in the betting and gaming industry.

Selecting the right recruitment software for the group would be crucial to achieving these goals. Following the successful implementation of Eploy at Coral, the newly formed Ladbrokes Coral Group has selected Eploy as its chosen recruitment software partner across the entire group. "We're delighted to be able to continue our relationship with Gala Coral, and build a new relationship with the Ladbrokes team," said Eploy CTO Chris Bogh.

In addition to working on implementing a structure for the newly formed group, Eploy is also being rolled out to operational centres in Tel Aviv, Israel and Manila, the Philippines. "When we mentioned the Eploy metrics engine to our overseas operations, they were very impressed and wanted similar reporting functionality," said Su Britter.
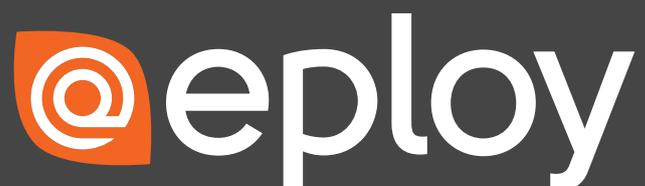
About Eploy

Eploy is the complete cloud-based recruitment platform for modern in-house recruitment teams. Eploy combines Applicant Tracking, Recruitment CRM, Talent Pools and Analytics into a unified web-based platform integrated seamlessly with your website to provide an excellent candidate experience.

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.

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Faster, Smarter Recruitment Software

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