

Streamlining the process

Recruitment technology has streamlined HR processes at Ernst & Young UK, reports its resourcing director Stevan Rolls.

As a major professional services group, HR, particularly recruitment, is a key part of Ernst & Young's business. When, in 2002, it reviewed that capability it soon became clear that the firm needed to re-focus towards business partnering, increasing service delivery and implementing smarter working practices.

This was an important decision, since as a major professional services group, HR capability, particularly recruitment, is a key part of Ernst & Young's business.

Its HR department consisted of a centrally located national team together with larger groups based in a number of separate business units, each of which was responsible for its own operational recruitment. This meant the firm was unable to leverage the advantages of recruitment on the scale that a company of its size should expect.

Ernst & Young had its own in house recruitment system which enabled people to apply through the company website, but the site was not integrated with any back office systems, so lacked the capability to share databases or manage candidates. Furthermore it had limited reporting functionality.

To help solve the problem the firm looked at a number of technology providers. It was searching for a system that would enable a smaller, more focused resourcing team to manage higher volumes of recruitment, while optimising the use of direct-to-market recruitment techniques such as web recruitment, referrals and internal recruitment.

BrassRing was selected to supply its *Enterprise* talent management system to provide tailored access to centralised data for everyone involved in the recruitment or redeployment process. Ernst & Young also selected BrassRing's *Employee Referral*, *Internal*, *External*, and *Agency Talent* gateways. This enabled it to pursue its own resourcing strategy, dealing directly with candidates rather than through agencies every time.

The gateways have allowed Ernst & Young, using the power of the web, to attract and engage candidates efficiently.

With a central database in place the resourcing team can now share candidates amongst the various business units, reducing the need to advertise, essentially cutting costs. The tiresome process of seeking approval to contact candidates is now a thing of the past as the technology also includes an online reacquisition approval tool. There is no waiting around and chasing paperwork; approvals are requested, agreed and completed online and sent to all parties concerned effortlessly.

Approximately 25 recruitment staff at Ernst & Young currently use the talent management system to handle applications for an estimated 1,000 posts ranging from partners to administrative staff.

The immediacy of being able to have candidate information at their fingertips makes life so much easier. Once a candidate has been entered into the database the recruiters can contact them immediately. Before, this process had taken days, but with the centralised database Ernst & Young is one step ahead, kick starting the recruitment process instantly.

Ernst & Young was particularly impressed with BrassRing's eLink capability, an email collaboration tool that allows seamless integration between the recruitment team and line managers without forcing everyone to log on to the system. Interviews can be scheduled using eLink to the candidate and line manager within the system and every action can be tracked.