



CASE STUDY

How Hyper Recruitment Solutions Transformed Compliance, Data Quality, and Candidate Experience in Just 6 Months



Background

Hyper Recruitment Solutions has been in business since 2012 following Ricky Martin's win on The Apprentice. They specialise in life sciences recruitment and are based in Loughton in Essex. With a strong customer base spread across the UK and the US, HRS had recently moved to Bullhorn and needed help navigating their journey through the CRM, seeing as they had masses of data to work through and completely new processes to learn and develop.

With no internal resource but believing they could do this alone, Bullhorn themselves recommended RE:STACK to HRS. Suffering from rapid application volumes, driven by their strong branding, there were no clear dashboards for monitoring pipeline health or compliance metrics, fragmented workflows and few automated touchpoints. The infrastructure for marketing and engagement was fairly limited too, so while HRS had internal resource, they had a lot of work on their hands. From a compliance standpoint, there was no way their data could be left the way it was either.

Top 3 Automations



Auto Match

Get an automatic shortlist of candidates that are suited against a job added to Bullhorn.



Feedback

Providing feedback to all candidates to enhance the candidate experience.



Consultant Match

Prescreening candidates to collect their information and position them to the right consultant the minute they've applied.

Operational Challenges

- Relatively new to Bullhorn with a large database behind them
- Data quality from website varied and system integration wasn't in the best state
- Candidate experience was lacking, especially placement aftercare
- Compliance process wasn't mapped or properly configured, so there were gaps or oversights where there shouldn't be



Laying the Groundwork

Over the course of the 6 month partnership, RE:STACK was initially hired to help with their journey, but it's ended up being a more involved process. The team helped configure Analytics, **mapping their entire compliance process** and the new Bullhorn talent platform software, alongside Kylee data rules to get everything working seamlessly. **Automations needed to be in place** for the candidate experience and recruiter efficiency, with data and processes being the most important factor for HRS.

Changes RE:STACK Implemented

- ✓ Analytics Configuration: **Mapped the entire compliance process** using Referoo, the new talent platform and Kylee data rules
- ✓ Website Optimisation: **Liaised with SourceFlow and Woo** to improve system data quality
- ✓ Operational Efficiency: Data is now refreshed and used by consultants accordingly, helping **enrich candidate profiles**
- ✓ Candidate Enrichment: With the right notifications in place, candidates receive **proper placement aftercare** no matter their outcome



Data is now refreshed and used by consultants accordingly



Notifications to consultants about candidate aftercare



Candidate profiles are enriched automatically according to brand

What's Next?

HRS extended the partnership for another 6 months. As data and processes have been a big priority, RE:STACK has focused much of its energy into Analytics, ensuring full compliance.

With the recruiters now more efficient and NPS activated, the candidate experience has only improved. We will continue to develop and optimise their compliance and data moving forwards.



Top Tips

- ✓ **Top tip one** - When moving CRMs, have a 12 month training plan to make sure everything you've mapped out doesn't get forgotten.
- ✓ **Top tip two** - Sometimes it is worth bringing in third parties, such as Kyloe data rules, to tidy things up.
- ✓ **Top tip three** - Jobs Pipeline within Analytics was underused. This is such a great feature!

Testimonial

Looking back, it's hard to believe we ever thought we could do this ourselves. With so much data coming in from all sides, it's hard to keep track of where processes can be improved. As far as Analytics and compliance go, we couldn't have achieved the success we've had without RE:STACK's tireless support. They've truly been a game changer for HRS. Our recruiters are more switched on and are making use of the right data, so now we're actually prepared for future success.

Ricky Martin
Founder & CEO – HRS

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GET IN TOUCH

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