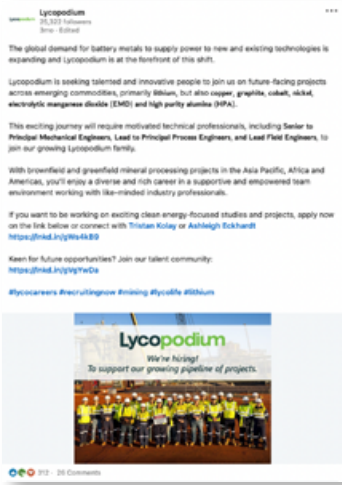




CASE STUDY

After implementing LiveHire, Lycopodium was able to centralise recruitment through a single & more modern CRM & ATS platform.




Company Background

Lycopodium is an Australian-headquartered engineering and project management consultancy which provides a complete range of services for the evaluation, development, implementation and optimisation of projects across a broad range of industries.

Challenge

Lycopodium experienced significant growth in the past year, onboarding more than 200 new employees – approximately a 50% increase in headcount. Before implementing LiveHire, the People function used an older, largely reactive ATS to recruit staff, which limited the capacity to grow and required more effort to employ higher volumes of talent. Hiring managers also had no access to this system which limited their visibility over the end-to-end recruitment process. As a result, Lycopodium found it difficult to track, analyse and accurately report on their hiring outcomes. Once talent in the engineering sector became increasingly tight and competitive, Lycopodium needed to streamline recruitment processes and provide a market-leading candidate experience to gain a competitive advantage.

Results At A Glance

-  **Approx 50%** increase in staff in less than 1 year
-  **20%** higher candidate response rate
-  **32%** increased offer acceptance rate

Solution

After implementing LiveHire, Lycopodium was able to centralise recruitment through a single and more modern CRM and ATS platform. Tasks that were previously done manually and/or using several different systems were able to be centralised through LiveHire, including candidate sourcing and engagement, integrated reference checking and assessments, and electronic offer management.

This saved Lycopodium both time and money by creating a more efficient, consistent recruitment experience for all stakeholders.

Once their recruitment process was centralised, Lycopodium found it much easier to maintain contact with candidates.

LiveHire's 2-way SMS messaging capabilities enabled candidates to communicate with the Talent Acquisition team quickly and easily from their mobile devices. The ease of use also meant that recruiters and hiring managers were able to collaborate seamlessly throughout the recruitment process to review shortlisted candidates and improve hiring outcomes.

In an industry where demand for talent outstrips supply, candidate experience is paramount in order for a business to remain competitive. Implementing LiveHire enabled Lycopodium to ensure candidates were communicated with through every step of the process, including if they were not selected to progress with their application. Lycopodium also joined The Circle Back Initiative, a movement started by Talentrich to improve the experience candidates receive after submitting a job application. Candidate feedback is extremely important to brand identity, particularly in a competitive industry such as engineering, where it is important to establish your company as an employer of choice. Lycopodium's positive candidate experience resulted in a 32% increase in offer acceptance rate.

Lycopodium has also been focused on proactively attracting talent, particularly given the current candidate-short market. Lycopodium has promoted its employer brand via social media channels, including LinkedIn, to reach potential candidates. By inviting candidates to join the Talent Community, rather than asking them to apply for a single role, the Talent Acquisition team is able to reach a much wider candidate pool and proactively source talent for future roles.



LiveHire is a high-performing candidate experience platform, as well as a promoter of our employment brand. So far, we are seeing genuine results in improving our diversity, reducing time to fill positions, hiring better quality talent, and reducing direct costs of traditional recruitment. It's simple to use, the UI/UX is incredible, and it does more than just a traditional reactive recruitment system. You can honestly start hiring more proactively via a curated talent community of people that are wanting to work for your business. Inviting candidates to job opportunities via talent pools is so easy, it's reducing our reliance on Agencies and Job Boards.

– Jon Bowker, General Manager
@ Lycopodium