



Streamlined, simplified high-volume recruiting **HB Leisure**

“Finding the right people can be difficult, partly because unemployment is at an all-time low and this new software really helps us. (we’ve) reduced our administrative burden by as much as 75%.”

Julie Redfern, Head of HR

Introduction

HB Leisure (HBL) is the world's leading attraction partner for skill games and amusements across the globe.

Established in 1927, the company operates in 20 countries across 80 sites and works with some of the most well-known and respected organisations in the theme park, visitor attraction and leisure sectors, such as Thorpe Park, Madame Tussauds, Legoland and Alton Towers.

On a worldwide level, HBL prides itself on having an epic team and employs around 4,500 people, both permanent and seasonal workers on an ongoing basis.



Challenge

Hiring managers undertook their own recruitment until Julie Redfern, Head of HR at HB Leisure joined the organization with a vision for a more consistent approach.

Julie quickly established recruitment selection days at locations throughout the country to support the high volume of seasonal workers needed. While impactful, the events weren't drawing as many candidates as possible. An estimated 80% of applicants did not respond to the recruitment selection events, yet the HR staff was inundated with 15,000+ applications in their inboxes.

The volume prohibited timely responses to candidates who were being courted by plenty of other organizations. All while HR was taking more, global responsibility for the growing organization.

“To tackle the ever changing recruiting challenges, we implemented some great initiatives across the business to improve how we engaged with candidates who were successful. But to support that, we needed a platform that could automate the whole recruitment process more effectively, which would, in turn, free up more time for the HR team to work on more strategic objectives,” noted Julie. “This could then underpin our Global Recruitment Strategy, as it could be managed centrally, driven by the HBL brand in the UK”.

The company sought to pair their dynamic careers site with the ability to multi-post job advertisements across a range of job boards and channels. They also sought to provide candidates with fast, personalised engagements throughout their recruitment journey.

The process needed to be completely automated so that HR and hiring managers could be more productive and effective.

The Solution

Selecting an ATS or Talent Management Software was the first task. It needed to automatically post job advertisements to a wide range of job boards simultaneously. After researching several alternatives, HR Recruit was selected.



“The (HireRoad) team clearly understood the recruitment issues we were having and were very supportive along the process. The support right from the beginning has been superb.”

Julie Redfern

After a thorough business review to ensure, HB Leisure determined that HR Recruit was robust enough to deliver multi-site and international recruitment at scale. And with high volumes of submissions.

Julie stated “HR Recruit is a platform that can grow with our recruitment needs. Video screening is an example of what we can implement when we are ready, which will save significant time and costs. A real game changer for HBL was the Onboarding module, which allows automated emails, new starter forms and company information, and contracts with references checked by the system. We knew these would lessen the administrative burden both on the HR team, on hiring managers and on games and arcade managers.”

Julie stressed “It’s been an absolute dream; the system was implemented within one week. When we need to make changes to anything, all we have to do is pick up the phone. They’re always on hand to give us advice when we need it and to act as a sounding board regarding recruitment issues.”

Results

Results since implementing the ATS are remarkable:

- Administrative burden reduced 75%
- Implemented quickly with integrations to the company’s dynamic career site
- Hiring managers were up and running with one hour of training
- 100% take-up by the hiring managers
- Ability to recruit around 2,500 seasonal workers through a custom Talent pool
- BI & Analytics provide reporting to measure recruitment processes KPI’s and goals
- Speed to recruit: at one location the team hit the required recruitment numbers two weeks early for the first time ever.



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