



Marshall



Extracts from a Softworld Masterclass by **Jan Paxton**, HR Projects Manager at Marshall Motor Group on the Benefits of Implementing Select HR Recruit, Online Recruitment Software.

Welcome to Marshall Motor Group

Marshall Motor Group has been a client of Select Software since 2006. They are a well established, privately owned, family run company who are celebrating their centenary year in 2009.

Marshall Motor Group has 1500 employees at 46 dealerships, in 17 locations plus head office support staff. The HR department was formed back in 2004 and Select Software was implemented in 2006 with self service functionality for employees. A Recruitment Process Review project began in 2007 as part of our goal to become a 'Great Place to Work'. **Jan Paxton, HR Projects Manager**, was assigned this project when she joined Marshall.

"We wanted to **streamline the recruitment process from application to offer**. "We had a great company web-site where we were offering on-line car servicing but not on-line recruitment" she explains. "A project plan was drawn up and discussed with IT, we reviewed other business's sites to gain good ideas, we reviewed and updated our paper application, and used Select HR Recruit to mimic this new version."

"**Select's configuration was done fairly easily and the standard format was neat and easy to use**. We had control of the wording and data collected and used our own branding along with HTML formatting to emphasise different areas on the website. The rest of the site was created with input from around the

business and even my daughter got involved with the photography as part of a school A level project!" "We thought a step by step guide to our process would be useful for applicants, so that they could gauge the length of time the process could take," comments Jan.

"We also wanted to offer an overview of benefits and development opportunities within the Group so that potential applicants didn't just see us as car salespeople but as a company where skills could be transferable from other industries."

"With all of that completed we went **live in February 2008**, coinciding with a local radio campaign and newspaper ad which included the web site URL address. During the first month I sent emails to all applicants and asked for **feedback – this was very positive which was extremely pleasing!**"

Jan sees the many benefits of implementing Select HR Recruit first hand in the HR Department. "Firstly, we can see from the HR system what is going on with all vacancies and how the process is moving through the recruitment stages," she explains. "The whole process is more efficient and effective. We encourage our managers to view applicants on-line through Clearvision up until the closing date and then make their final choice and arrange interview dates straight away for candidates to move through the process."

"**We can offer an improved experience for our applicants – as we can accept their application 24/7**. We have the time recorded on the submission and some are quite late at night. They also know the application has been received and is being dealt with as there is an automatic email response."

"**Altogether, there is much less paper and less admin work!**"

"A feedback form is available for comments on the website and I can honestly say I have not received any negative ones!"

"Based on my figures, in comparison to paying for an advert or agency fee, you could potentially **save at least £1000 per vacancy!**"

"We believe we **have achieved the efficiency gains we set out to achieve with Select HR Recruit!**"

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