

Bristol City Council Case Study – e-Recruitment System

Project Background

Bristol City Council wanted to update its paper-based recruitment processes and its advertising strategy and adopt a more efficient approach for both the council and applicants.

Tribal won the tender to provide its configurable 'out of the box' e-recruitment solution.

Business Drivers

- To deliver an end to end integrated recruitment solution which would strengthen the Bristol City Council brand, together with attracting quality candidates.
- Streamline the recruitment process, reducing the time and costs to recruit.
- Enable the recruitment staff to spend less time on administrative low value tasks and more time on strategic/value adding projects.
- Increase understanding of applicant behaviour online and improve the service accordingly.
- Give hiring managers more ownership/involvement in the process.
- Support achievement of diversity targets.
- Meet Government Modernisation Agenda.
- Provide robust management information to regularly assess the performance of the recruitment function and continually improve the service.



From the outset, the client/consultant relationship has been one of honesty, cooperation and transparency. All stakeholders, internal and external, have been consulted throughout the process to enable the development of a solution that would be seen as best practice.

Project Overview

The project from inception through to full public launch was delivered between January 2007 and August 2007.

During this time contract and project managers with varying skill sets supported the client through strategic discussions, development and design of a new customer facing e-recruitment brand, IT integrations, tactical decision making around workflows, user acceptance testing, user training and extensive support around go live.





Solution Overview

- Fully accessible, W3C compliant front end design
- Full job search capabilities
- Multiple online application forms
- Extensive back office functionality including automated workflow
- Thorough reporting and MI modules
- Integrated approach with client's existing HRIS

"The implementation of the Tribal system for Bristol City Council has revolutionised the way we work internally and for the candidate experience. The Tribal solution is a simple and easy to use system which we implemented in our centralised recruitment team to give a more enhanced candidate experience but also to provide an efficient and slick service to all our recruitment managers.

The feedback from both staff and potential applicants has been very positive and enabled us to make substantial savings in advertising spend by reducing hard copy media advertising and using more traffic driving adverts but to also reduce postage, stationery and paper costs significantly.

The system is very user friendly and our staff had minimal training whilst still maintaining to operate at a particularly busy period".

Lorraine Howells
Recruitment Manager
Bristol City Council

Solution outcomes

- Up to 95% of applications now received online. For most posts this is up to 100%
- Reduction in the number of speculative enquires received through the use of killer questions
- Reduction in administration and repetitive manual processes result in increased efficiency



- Shorter recruitment timescales and increased productivity of the recruitment team
- Improved candidate data, providing a reliable measure and profile of the applicant client base
- Drastic reduction in the amount of paper used and postal costs annum
- Improved media sources analysis and return on investment evaluation
- Metrics gauging the efficiency and cost of each campaign and recruitment process overall
- Less reliant on recruitment consultancies and "hard copy" advertising

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If you would like further information on how Tribal can help you please email resourcingsolutions@tribalgroup.co.uk

