



## Case Study: How a Homecare Provider Revolutionised Their Recruitment Process in a Highly Challenging Market



### What The Client Said:

“Map Your Process's work resulted in the identification of sixteen achievable opportunities to move our current processes to where they need to be. The initiatives will free up significant amounts of time for the recruitment team and increase the overall quality of our candidate pipeline which will reduce the time and cost of recruiting. We gained a real asset in a documented set of dynamic, cloud-hosted process maps we use for planning change and ensuring operational consistency. A further benefit only became apparent once we completed the work. This being that a real understanding of what goes on has given us a meaningful basis on which to plan and budget for our headcount needs. We have since worked with Map Your Process on further engagements.”

### Transformation Lead

### Background

- Our client, a provider of visiting and live-in care services, engaged Map Your Process (MYP) to review their existing recruitment process.
- Like many sectors, care providers are finding recruitment a challenging area of their business due to the shortage of applicants.
- This is compounded by the high demand for carers as well as competition for candidates from competitors.

### Requirement

- The client engaged MYP to identify where there were opportunities to improve the current way of working, with a focus on reducing the time taken from candidate application to them starting work.

“We engaged Map Your Process to bring their analytical skills, independent perspective, and patience to map the as-is process in the most challenging part of our business: careworker recruitment.”

### Transformation Lead

### Approach - Documentation

- Our start point was to document the current process to establish a baseline way of working.
- This was achieved by interviewing members of the recruitment team i.e. those who actually perform the tasks day in, day out.
- The process was reviewed with all other members of the team to ensure accuracy and completeness. Any alternative ways of working were captured.
- The mapped process was enriched with time taken and frequency data. This information was used to calculate the cost of a single hire and identify which elements of the process were most expensive as well as the cost of rework (i.e. the cost of getting it wrong).

## Case Study By:

John Stanton Director |  
Map Your Process

## About Map Your Process

Map Your Process provides a range of process management services to small and medium-sized businesses across various sectors. This can range from focused process mapping, to process re-engineering, to an outsourced process management solution.

Our solutions can help to drive cost savings, achieve greater efficiencies, improve regulatory compliance and the eliminate key person dependency.

Strong process documentation can also provide a foundation for automation, improved project success and ISO accreditation.

Our team brings significant experience from both a project and process improvement background from companies such as JPMorgan, Ernst and Young, Siemens and Royal Bank of Canada.

## Contact Us

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## Approach - Analysis

- With a clear understanding of the as-is process, we were able to begin a detailed analysis of the opportunities for improvement.
- Identification of non-value adding activities provided guidance as to which steps could be removed or made prime candidates for some form of automation.
- We compared the client's application process with that of their competitors to identify how they differed and the opportunities to be more effective.
- Due to ineffective filtering, we identified that significant time was being spent on candidates who did not meet the most basic requirements of the role.
- We reviewed the existing KPIs and provided recommendations as to how they could be reconfigured to provide more meaningful information, and tell a story around the recruitment process.
- Identified that the amount of time spent 'hand holding' some candidates through the application process, meant that 'prime candidates' were not being prioritised. This slowed their progress through the process and significantly increased the chance of them dropping out voluntarily.

"We're a company growing organically and by acquisition. To scale the business and successfully deliver operational and technical projects, understanding how operations really run on the ground is critical."

**Transformation Lead**

## What We Delivered

- A documented, agreed view of how the recruitment process is performed along with **associated timings and costings**.
- **Seven quick win** process improvement opportunities and **nine strategic opportunities** to create a more effective way of working.
- Changed the initial application process to ask fewer questions but quickly **remove 42% of applicants at source**, meaning less time spent manually screening unsuitable candidates.
- This gave back **40 working days** per year to the team.
- A re-engineered process that would ensure the **best candidates were prioritised**.
- A calculation of the hire cost per successful applicant as well as the **cost of lost candidates**.
- Opportunities to **automate up to 54%** of the existing process.