



### **Case Study – Manpower**

As a world leader in recruitment, Manpower has a strong focus on innovations that deliver improved business results. Its adoption of a more streamlined process for occupational health and safety (OH&S) training and criminal checks has not only saved time and lowered costs, it has also been popular with candidates.

Donna Alcock, Business Manager of some of Manpower's busiest branches, Newcastle and Gosford, has seen the impact of WorkPro's system first-hand.

Ms Alcock manages around 100 temporary employees at any given time, with an additional 10 – 15 new recruits joining every week. Prior to placement, every candidate must complete mandatory OH&S training, and have passed a criminal check. These requirements, she says, were previously time-consuming and resource-heavy.

"Formerly, we used an internal, manual system that involved DVDs and questionnaires. Not only was the process highly inefficient time-wise, we found that the information was outdated. We had one candidate return after seven years to take the test a second time, and the DVD was exactly the same as it had been the first time.

"With the new system, as industry developments take place our OH&S training can be updated immediately. It is much more relevant today, and that's a more positive reflection of our brand," Ms Alcock said.

Similarly, criminal checks were similarly uneconomical – there was no uniform process Australia-wide, with branches each engaging different suppliers. The paperwork-based method meant it could take two to three weeks for results to return, and this caused a major backlog in candidates awaiting placement.

"The WorkPro system, which we have been using at the Newcastle and Gosford branches since early July, takes a maximum of two days to produce results, so the benefit to us is significant," explained Ms Alcock.

Candidates also benefit from the fast turn-around and have responded to the improved customer service.

"Once a candidate has passed their safety training competency, that certification is transferrable. So, in the event that we can't place the candidate, they can still use it when applying elsewhere. From a customer service perspective, that's extremely positive.

"Candidates also benefit from a much more streamlined set of requirements. Where previously they had to spend around three hours in the Manpower office completing OH&S training, they now have flexibility of an online system. We also send them a full outline prior to training, detailing exactly what they can expect from the process."

# WorkPro

For Manpower, the new systems have resulted in greater efficiency and, in turn, increased the rate of placement and recruitment. The brand, too, has felt the positive impact of the changes, with the modern look and streamlined process reflecting the company's name and standing much more accurately.

"The processes have had a tangible and significant impact across our branches – so much so that we believe these systems should be industry standards. The ability for integration will benefit the agencies, the candidates and the industry in general," Ms Alcock said.

*For more information about WorkPro, visit [www.workpro.com.au](http://www.workpro.com.au) or call Tania Evans on 03 9864 6017.*