



CASE STUDY – WHK HORWATH

For this leading professional services firm, it's the people behind the numbers who really count.

Solution	cvmail
Company:	WHK Horwath
Industry:	Professional Services - Accounting and Financial Services
Employees:	1,100
Offices:	Sydney, Melbourne, Brisbane, Perth
Recruits:	350 per year
Applications:	5,000+ per year
Challenge:	To implement a streamlined, professional and consistent recruitment system across the WHK Horwath offices in Australia

Tip:

"If you have a wish list or an idea you want to explore, talk to the people at cvmail. We were surprised at how many elements we could change and customise to suit our business and our way of working."

WHK Horwath's Top Tip for prospective cvmail clients.

WHK Horwath is part of the WHK Group in Australia, the fifth largest financial services business in Australia and the sixth largest in New Zealand. A leader in the business advisory sector, the firm focuses on helping mid-tier Australian companies, both public and private, partnerships and family businesses to minimise risk and maximise returns.

WHK Horwath is also part of Horwath International, one of the world's largest accounting groups, with 120+ member firms, 19,800 people and more than 420 offices in some 400 cities across the globe.

While their statistics are impressive, the firm knows that it's the people behind the numbers who really count - a dedicated, friendly and experienced team who genuinely enjoy what they do.

Streamlined process

One of WHK Horwath's key objectives is to achieve and sustain a market leadership position, building on the strong growth experienced in recent years, while retaining their friendly, team-based culture.

The firm recognised that a professional and consistent recruitment process, to help them attract and select the right people, would play an increasingly important role in this highly competitive market.

As HR Consultant, Emma Mosig explains, "We had primarily been using manual processes, which were time consuming for the HR team, and sometimes resulted in duplicated efforts and an inconsistent approach. The right online recruitment solution for our firm had to meet our key criteria." The HR team had identified five "must haves":

- Streamline the recruitment process, reducing administration time and duplication of effort
- Build a highly functional database, capturing information on their potential talent pool
- Integrate online recruitment with internal HR information systems, including payroll
- Ensure an efficient and user-friendly experience for candidates
- Present a consistent and professional approach and process across all offices.

Proven performer

The HR team investigated a number of online recruitment options, as well as assessing whether their existing HR Information System could be enhanced to deliver on their key criteria.

After trialing cvmail, the HR team knew it was the right system for WHK Horwath. According to Emma Mosig, "The deciding factor was functionality. Both the public interface and the content management were very easy to use. We were pleasantly surprised at the extent to which we could customise the system. The cvmail people would virtually build it from the ground up to suit our specific needs and our brand. We could have the look and feel we wanted for the front end - the website job board - and the back end content management. We could also choose our own titles for various functions and activities."

The final step was reference checking with other comparable services firms, to verify that cvmail would in fact deliver on its promise. "Verification from other professional services firms was a big selling point. It demonstrated to us that cvmail is a proven performer", says Emma Mosig.



Smooth implementation

With the choice made in December 2007, WHK Horwath was keen to use cvmail for the graduate recruitment cycle beginning in March 2008. Although there was much to be done – including compiling detailed information on current systems and future requirements of each of the four offices – the implementation, data transfer and training went smoothly.

According to Emma Mosig, “The training which cvmail provided was very practical. We didn’t experience any change management issues. Our team had been involved in the trialing and selection process, and looked forward to using the new system. They could see that cvmail was going to benefit them in terms of their time, efficiency and results.”

Immediate benefits

For WHK Horwath, the decision to invest in cvmail has already paid off, with immediate benefits including:

- Centralised, easy to use candidate database
- Streamlined bulk recruitment – better results in less time, with fewer resources
- Automated scheduling and emailing for candidate interviews
- Consistent, unified approach across all offices
- Recruitment agencies can be redirected to the website to view available positions online.

Automation in particular has saved the HR team an enormous amount of time, allowing them to spend less time on administration and processing and more time on strategic aspects of their work, supporting the business groups within the firm.

More to come

With cvmail up and running, the WHK Horwath HR team is now ‘learning by doing’, exploring the system more thoroughly as part of their day to day recruitment activities. According to Emma Mosig, “cvmail is working very well for us, but we know it has more to offer and we plan to make the most of that functionality”.

“When people are your business, recruitment is much more than a numbers game. cvmail enables us to manage large numbers of applicants professionally and efficiently, and focus our resources on selecting the right people to join our team and supporting them in developing a rewarding career”, says Emma Mosig.

The firm has set up a focus group, with representatives from each office sharing information and exchanging feedback on what’s working well with cvmail and ideas for additional functions and customisation they’d like to develop for the future.

“We selected cvmail in December, and our customised job board on the website - and back end system – was up and running by February - in time for our graduate recruitment program.

By May our recruitment was complete ... it was so painless and time efficient compared to previous years.”

HOW CVMAIL CAN WORK FOR YOU

Improve candidate attraction

Make your website work for you, accept speculative applications, set up candidate alerts.

Reduce administration by up to 50%

Save time and resources with automated application responses, online interview scheduling, email templates for personalised communications to candidates.

Reduce time to hire

Centralise your recruitment process including approvals, advertising, filtering and workflow.

Reduce spend

Save on recruitment agencies and advertising by building your own talent database with search-and-screen technology.

Quantify your success

Produce instant reports - on time to hire, cost per hire, vacancy status, agency performance - at the touch of a button.

Contact a Thomson Reuters Consultant to find out more:

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