



CASE STUDY – MAURICE BLACKBURN

Gradually, this Law firm has evolved from a manual approach to recruitment to an efficient and collaborative e-recruitment process, saving them time and money

Company	Maurice Blackburn
Industry	Law Firm
Employees	420
Offices	Melbourne, Sydney, Brisbane and Canberra, plus 15 suburban and regional offices
Recruitments	Over 100 per year
Candidates	Over 1000 per year
Challenge	To reduce recruitment spend whilst streamlining candidate care and collaboration within multiple offices and stakeholders

Tip:

“cvmail doesn’t give you a process. It gives you a system to streamline your recruitment process and make it easier. So, there is a lot that you have to know about your own processes before you roll out the software. You need to know your pain points and what you want to streamline”

Maurice Blackburn Top Tip for prospective cvmail clients.

natural selection

Maurice Blackburn, formerly Maurice Blackburn & Co, was founded in 1919 by Maurice McCrae Blackburn. With offices in Victoria, New South Wales, Queensland and ACT, Maurice Blackburn acts for people who have been injured or badly treated through the actions or inactions of others.

The firm has expertise in cases involving workplace injury, medical negligence, road accidents injuries and asbestos and also act in significant cases impacting on the community.

One step at a time

Three years ago Maurice Blackburn ran their graduate and seasonal recruitment processes manually. There was no electronic system in place and the whole continuum relied on paper and email.

Claire Brown, Human Resources Manager at Maurice Blackburn, explains that around that period the firm was getting about 250 applications for graduates’ jobs and 300 for seasonal clerk offers”. When I started, my first action point was to get an e-recruitment system rolling at least for our graduate intake. We implemented cvmail for the 2008 grads and seasonal runs and the system brought us a whole new world of wonderful things like interview schedulers and email notifications”.

From there the firm started to understand the benefits of e-recruitment and considered how this system could be broadened. “In the past two years the firm has grown from 280 employees to 420. We had a recruitment spend associated with this expansion which made us look at other options to maximise our returns”, reveals Claire.

From Graduate to Enterprise Solution

To expand their e-recruitment system and upgrade to a more comprehensive solution, Maurice Blackburn’s HR department had to put forward a business case highlighting the cost reductions and return on investment.

“It was easy to justify the spend, based on the spend on recruitment the previous year being somewhat more than the total cost of implementing the upgraded solution. We could easily show return on investment”.

The business case also included some other key points such as the opportunity to build profiles and attract better quality candidates. “People who are interested in working for the firm can speculatively put applications in, and get added to roles. If you advertise on a job site you might get up to 500 applications but we have found that we actually get more value by filtering and screening”, she continues.

Understanding internal processes

Business case approved it was time to embrace e-recruitment in a much greater scale. The HR Manager needed to get her team together, gather information and find out which processes they wanted streamlined. “It wasn’t a burden having to find information because that was already quite easy to find. With so many teams involved, we decided the best approach for us to take was to send out very clear guidelines around the system and how the new process would work”. The HR department also put together a recruitment flowchart to encapsulate their processes and help them understand how to best use the cvmail system.

“In the beginning there is a lot you can do with the service, so it’s easy to get a bit overwhelmed. We were very conscious of the fact that we couldn’t go from zero to a hundred. We chose to go step by step – one at a time”.

After the implementation the cvmail team completed onsite training and taught the HR team how to get the most of the new expanded platform. “Everything has been tailored to our needs and that is really helpful.



THOMSON REUTERS



We did the training session in our office which was really good in terms of going through the process as we would in a real situation and could write little comments to each other. The user guide is also fantastic and we have this to refer back to”, says Claire.

Proven benefits

One year down the track, Maurice Blackburn has now a much more efficient approach to recruitment. Some of the improvement points that the HR Manager highlights are the administrative ease that the system provides and the convenience of e-recruitment. “The speculative application works well with the way we have set up our job match. It allows us to search our talent base before we put a position out to the market”.

Another feature that helped Maurice Blackburn’s HR function is the ability to automatically notify internal stakeholders and auto-forward applications. “Our recruitment process will sometimes involve people who are not based at the same location. For example, we may recruit for lawyers in Sydney, where the Principal in charge of the practice is in Queensland, and I am in Melbourne. So for us to all be able to electronically review and discuss the candidate, without having to scan and email their application is good”.

Some of the benefits that the firm is experiencing are reduced time and spend in the overall recruitment process as well as reduced spend on agencies. “The reporting capabilities have considerably lowered our time to hire and recruitment spend. The interview scheduler, for example, has made our life easier”.

Ultimately, implementing cvmail has put Maurice Blackburn in a much better position regarding candidate care. “I think it is all about candidate care. And that’s both from a brand perspective, and from an employee proposition perspective. The candidates feel that they are being looked after from the beginning and they are fully informed about the hiring process”, pinpoints Claire.

“This year, we received around double our usual applications for seasonal recruitment. Without cvmail this would have been chaos. The system allowed us to send automated email notifications to more than 500 people and coordinate 52 interviews over a period of four days without any hassle”.

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 cvmail consultant to find out more:

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