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IQPC switches to Workable and streamlines hiring across their global network

COMPANY SIZE
1000+ employees

HQ
New York

OFFICES
10 international locations

INDUSTRY
Event services

About IQPC

IQPC is a business to business, on and offline events company. Its 1000+ employees are based in offices spanning 6 continents around the world. Since implementing Workable, they've seen 100% uptake of the new system across every office, globally. And 100% uptake from their external UK recruiters too.

The challenge

- 150+ hiring managers using different hiring tools
- 50% of recruitment done using a manual process (emails + spreadsheets)
- An organization that's hiring constantly
- Poor communication with external recruiters and candidates

The solution

- Deploy Workable across all 10 locations
- Provide access to Workable's 24/7 global support
- Use structured workflows, pipelines, scorecards and templates to streamline and standardize process
- Collaborate and track communication using templates, 2-way email sync, candidate profiles and timeline
- Introduce integrations to enrich candidate experience
- All UK agency recruiters to submit and track candidates using Workable

10
LOCATIONS

1000+
EMPLOYEES

446
NEW HIRES IN **12** MONTHS

150+
HIRING MANAGERS

100%
WORKABLE UPTAKE COMPANY-WIDE

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The full story

The challenge: different offices, different systems

IQPC is a sales-driven organisation—and hiring constantly. At any one time, they have approximately 80 open roles. But lacking the company-wide adoption of a single, effective recruiting tool, their approach to hiring was inconsistent. While 50% of offices used a legacy applicant tracking system (ATS), the rest struggled with separate hiring spreadsheets.

When Esther Smith became IQPC's Global Head of People in 2017 her first goal was to centralize and standardize recruitment strategy. This meant switching from their current ATS, which had poor uptake and engagement, to a platform everyone would want to use.

"Our recruiters were using different functionality in different offices but no-one was using it as an end-to-end system", she says. "This was usually because they found it too difficult, too complex. Everything we wanted to do required back-end intervention."

OFFICES IN

Germany, Qatar, UK, UAE, America, Singapore, Australia, Canada

The solution: find a platform everyone wants to use

Most of IQPC's hiring is done at line manager level. To make this work they needed a platform their 150+ hiring managers could use with little or no training. They looked at a range of systems, from basic packages to fully integrated Human Resource Management Systems (HRIS). Workable's reputation for helping fast-growing, mid-sized businesses to scale up quickly led them to sign up for a **free trial.**

"The ability to have that trial was massive for me," says Esther. "It allowed me to see how easy it was going to be for us to use."

With a planned roll-out to every office, and management-level users who are notoriously short on time, ease of use was vital, "I wanted something that with just a few pointers and maybe a **20-minute demo** people could just jump in and get on with. While many systems felt old school, Workable was modern and intuitive.

"Our teams use LinkedIn and Facebook a lot. Workable's interface was close to those social media sites in its positioning and I knew it would feel very natural to them."

To meet IQPC's full brief, the new system needed to balance manageable customization with tools that promoted consistency. For them, Workable's approach was just right.

"I needed a platform that would standardize our disjointed approach to hiring," says Esther. "Workable made this easy through **structured workflows and pipelines**, **scorecards**, in-product best practice guides and **templates.**

"I didn't want our teams to get bogged down in complicated customization. With Workable you've got the option to customize when you choose but, unlike our legacy system, it's not required to make the product work."

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The outcome: a better hiring experience for everyone

One year on, 446 new hires made, and everyone with a stake in recruitment at IQPC is using Workable. The dip-in dip-out approach that was so typical before has gone.

For IQPC, the fact that everyone enjoys using the software is just as important as the efficiencies it's brought the business.

"Using Workable we're getting value for money and a well-designed, quality product that people like and want to use," says Esther.

Another big win was having easy access to integrations that could build a richer, more seamless hiring experience.

"With Workable we can grow our HR technology footprint in an efficient, cost-effective way," says Esther. "All of the partners we're evaluating or using come through Workable. We're currently rolling out Sapling for onboarding, and in the US we're using Spark Hire for video interviewing. I'm also in the process of reviewing a trial with Drafted to boost referrals."

Keeping track of communication with candidates was impossible using their old system. Now, everyone is up to speed and their candidate experience has been transformed.

"Before, I didn't know if we were closing out candidates properly or if our communication chain with them was strong," says Esther. "With the automated templates, 2-way email sync, candidate profiles and the timeline, we've been able to improve that experience a lot."

That improved user experience also extends to IQPC's network of external recruiters. They all now use Workable's Agency feature to submit and track candidates—without exception.

"The Agency tool is great. It offers our external recruiters far more visibility than other ATS platforms. They like the fact that they can continue to communicate with us through Workable.

"It's working so well, in fact, that we now have a policy in our UK operations where we won't deal with our external recruiters outside of Workable."

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The future: building best practice

Day-to-day hiring aside, IQPC's recruiters also have an eye on industry developments and best practices. With limited time for scoping these out themselves, they use Workable's new features and resources to develop and future-proof their teams.

"From designing job ads or behavioural question techniques through to onboarding advice, webinars and blogs, Workables' resources are hard to beat," says Esther.

"The GDPR support provided by Workable has helped us come up with a process to follow. We're actually upgrading to the Pro plan because it automates a lot of the GDPR requirements and will be a huge timesaver for us."

And when it comes to the future, the team are confident that whatever it brings, they'll be ready for it.

"Workable does a good job evolving the product and staying fresh and modern with the new approaches to recruitment," says Esther. "We know with Workable we've got a platform we can grow with and tools to future-proof hiring."

Hire like IQPC

Looking for a recruiting platform that all your hiring managers can use from day one? Find out how to centralize and standardize recruitment and source great talent faster using Workable's intuitive, all-in-one hiring software.

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