

## Case study:

# Transforming Recruitment From Manual Admin to a Scalable, Data-Led Hiring Model

## Overview

Hunter Adams supported a client to transform a slow, manual and highly centralised recruitment process into a streamlined, structured and scalable hiring model. By redesigning workflows, introducing automation, strengthening compliance and selecting a new technology platform, the organisation has already released an estimated 360–480 hours of hiring manager time across 24 roles filled - equivalent to £29,000–£39,000 of productive capacity returned to the business.

## The Challenge

When the People and Talent function was established, the organisation's recruitment process was almost entirely dependent on one person managing a shared inbox receiving around 40–50 applications per day.

The existing process was slow, manual and difficult to control. Every step had to route back through HR before progress could be made, meaning even basic role approval could take up to a week before a vacancy was advertised.

Key challenges included:

- A shared inbox with no tracking, visibility or automation
- Multiple approval steps delaying job adverts
- HR manually distributing CVs by email
- Hiring managers spending excessive time on admin
- No standard interview structure or scoring framework
- Inconsistent candidate communications
- Weak audit trail and increased compliance exposure

This created inefficiency, risk and inconsistency across the hiring process - while also pulling managers away from higher-value, billable work.

## The Underlying Complexity

While the visible issue was recruitment administration, the deeper challenge was a lack of structure, ownership and governance across the hiring journey.

The process relied too heavily on HR as the central coordinator for every action, rather than giving hiring managers clear ownership of key decision points. Applications, CVs and candidate communications were spread across inboxes, creating limited visibility and increasing the risk of missed candidates, poor experience and weak documentation.

There were also compliance risks. Before the transformation, there was no consistent interview documentation, no standardised candidate communication process and limited control over recruitment-related data.

The organisation needed more than a process tidy-up - it needed a scalable hiring framework that could support growth, improve candidate experience and reduce operational risk.

## The Approach

Hunter Adams delivered the transformation in two phases: immediate improvements to reduce friction quickly, followed by the design and implementation of a longer-term technology solution.

The approach included:

- **Restructuring the careers inbox** so applications could be triaged systematically
- **Introducing an automated intake form** to screen candidates before hiring manager review
- **Building a library of email templates** to create timely, consistent communication at every stage
- **Adding GDPR and confidentiality wording** to recruitment communications
- **Introducing direct calendar booking** to reduce scheduling delays
- **Creating a structured Right to Work process**, including digital preparation and physical verification before offer
- **Designing a new nine-stage hiring process** across five defined lanes: Hiring Manager, Finance, HR, System and Candidate

A key principle was that the system should route approvals, while hiring managers retained ownership of the important human moments - particularly verbal offers and keep-in-touch activity during notice periods.

## Overcoming Challenges

The transformation had to be delivered while active recruitment continued across the business. This meant improvements needed to be practical, immediate and easy for hiring managers to adopt.

Key challenges included:

- Reducing reliance on one person and one shared inbox
- Shifting hiring managers from passive recipients to active owners of key hiring decisions
- Improving speed without compromising compliance
- Standardising decision-making across roles and teams
- Preparing the business for a permanent software platform

These were addressed through:

- **Clear process design**, giving each stakeholder defined responsibilities
- **Hiring manager training**, delivered through a four-module Lunch and Learn programme
- **Structured interview scorecards**, replacing informal assessment with consistent criteria
- **Automation of repetitive tasks**, freeing up HR and manager time
- **Robust technology selection**, ensuring the long-term platform matched the organisation's actual process rather than forcing the business to adapt to generic software

## The Outcome

The organisation now has a clearer, faster and more consistent recruitment model.

The new approach includes:

- A structured candidate pipeline
- Automated and consistent communications
- A documented assessment and scoring process
- Improved Right to Work controls
- Clearer hiring manager accountability
- Reduced manual administration
- Better auditability and compliance

A new platform, ClarityLoop, was selected following evaluation of five systems. The selected platform provides applicant tracking, HRIS integration, performance and feedback tools, learning management functionality, GDPR compliance features and AI-enabled insight.

## The Impact

The transformation has already delivered measurable value.

Across 24 roles filled year-to-date, the process improvements have saved an estimated 15–20 hours per hire, equating to 360–480 hours returned to the business. At a management billing rate of £81.25 per hour, this represents between £29,250 and £39,000 of productive capacity.

Additional benefits include:

- **Faster recruitment administration**, reducing delays before candidate engagement
- **Improved candidate experience**, through timely and consistent communication
- **Reduced compliance risk**, with stronger GDPR, Right to Work and documentation controls
- **Greater hiring manager efficiency**, allowing managers to focus on revenue-generating work
- **A more scalable recruitment infrastructure**, ready to support future growth
- **Strong return on technology investment**, with the full platform costing £500 per month against estimated value returned of five to six pounds for every pound spent

## Key Lessons

This engagement highlights several important lessons for organisations looking to improve recruitment:

- **Fix the process before buying the system:** Technology works best when it supports a well-designed hiring model.
- **Give hiring managers clear ownership:** HR should enable the process, not manually coordinate every step.
- **Standardisation reduces risk:** Structured scoring, templates and workflows improve consistency and defensibility.
- **Candidate experience matters:** Clear, timely communication protects reputation and improves engagement.
- **Small improvements add up quickly:** Reducing admin at each stage can release significant time back into the business.

## Why Hunter Adams

This project demonstrates Hunter Adams' ability to combine practical process improvement, compliance expertise and technology-led transformation.

By redesigning the recruitment journey, introducing structure and enabling better use of technology, Hunter Adams helped the client move from a slow, manual process to a more efficient, scalable and professional hiring model.

## Client Feedback

“Having an in-house interim recruitment consultant added real value to our People function. Alongside supporting our recruitment campaigns, our consultant partnered with us to improve our recruitment processes and implement a new recruitment system, providing a level of support far beyond that of a traditional recruitment agency.”

### Ready to make recruitment faster, smarter and more scalable?

Partner with Hunter Adams to streamline your hiring process, reduce risk and give valuable time back to your business.

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