

CASE STUDY:

COVENTRY Building Society



Coventry Building Society Enhances Candidate Experience with Digital-First, Human-Always Onboarding



Partnership with Eploy delivers a seamless, accessible onboarding experience while reducing manual processes and improving inclusion.

Coventry Building Society has transformed its onboarding process with the launch of a new digital-first experience powered by Eploy. The initiative enhances candidate engagement, reduces manual administration, and reflects the Society's commitment to bring together the efficiency of technology with the empathy of human connection.

As one of the UK's largest building societies and a top ten savings and mortgage provider, Coventry Building Society employs over 3,000 people and is dedicated to protecting and supporting its members. Since first partnering with Eploy in 2016 to implement its complete Talent Acquisition Platform, the Society has continuously evolved its use of the system to meet business and industry changes.

The latest collaboration focussed on redesigning the onboarding experience through Eploy's Onboarding Module and flow automation builder. The project aimed to enhance the candidate journey, streamline processes, and provide clearer, more inclusive communication for both internal and external candidates.

"This project is about blending technology with human connection. Our new onboarding experience helps every new colleague feel welcomed and supported from the moment they are offered a role. We can now manage feedback and workflow changes ourselves, ensuring the process continues to evolve with our people."

- Laura Richardson
Manager - People,
Coventry Building Society

Delivering Measurable Results:

• A smoother digital experience for candidates

Once a candidate has successfully passed through the recruitment journey, they complete their onboarding journey through Eploy, enhancing their digital experience throughout the recruitment process. Candidates get information quicker, with a more personal approach.

• Reduced manual data entry and admin time

Introduce streamlined digital recruitment processes to ensure effective and efficient recruitment practices, with a more sustainable, paper-free process reducing the Society's carbon footprint.

• Improved accessibility and inclusion

Designed in a way that makes the content easier to digest for neurodivergent users and those that use accessibility tools. We provide information to improve accessibility and support, including signposting the support available to all colleagues such as our wellbeing passport. The 'passport' follows employees through their career with the Society, supporting inclusivity and helping managers provide the right support for every employee.

• Streamlined approach across systems

Use Eploy's RESTful API to facilitate the digital transfer of new starter data, captured during the onboarding process, from Eploy to Workday. Data transfer enables Coventry Building Society to introduce a more streamlined recruitment and HR admin approach across both systems.

Improving Onboarding

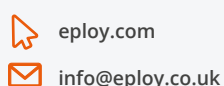
Previously, the onboarding process took place outside

About Eploy

Eploy is the complete cloud-based recruitment platform for modern in-house recruitment teams. Eploy combines Applicant Tracking, Recruitment CRM, Talent Pools and Analytics into a unified web-based platform integrated seamlessly with your website to provide an excellent candidate experience.

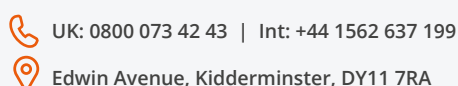
Finding and recruiting candidates who are the perfect fit for your roles is always challenging. Fortunately Eploy's world-class recruitment software makes it much, much easier.

We've been helping leading companies move to the cloud and recruit faster and smarter since 1998.



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of Eploy, consisting of an offer pack being created and emailed to the People Services Team. The Team would manually key the information into Workday, and following that, the candidate would then be emailed a large onboarding pack.

Once the candidate had completed and returned all the documents, the responses were manually keyed into Workday. The length of time it took to create the placement, make the verbal offer, and get a candidate the contract could take up to two weeks.

Now, the process is much improved. Candidates get a personalised welcome email with all the information they need to understand the process and manage expectations, such as length of time for regulated references. They now see everything using digital forms rather than multiple attachments. This saves time, reduces errors, and delivers a consistent experience across the organisation - all completed within approximately one hour.

A partnership of success

The partnership between Coventry Building Society and Eploy continues to evolve. The Talent Acquisition Team can now manage and adapt workflows internally, responding to feedback quickly. Each new joiner is also assigned a dedicated point of contact, creating a "buddy system" that supports them from offer to start date.

"We're already exploring more visual elements within the onboarding journey. It's all part of our commitment to continuous improvement and keeping people at the heart of our digital transformation." Laura Richardson, Manager - People, Coventry Building Society.

Eploy is precision-engineered to work on every platform and add value to every stage of the recruitment journey. Eploy automates and simplifies recruitment processes to help you attract, engage, recruit and onboard candidates quickly. As Eploy is also your full talent engagement platform you can manage your relationships with candidates, departments and hiring managers better. With a high degree of measurability, you can track and analyse your recruitment performance, quality, costs and timescales accurately.

Our cloud-based recruitment platform is reinforced with market-leading mentoring and cross-sector expertise so you get the training and support you need to achieve a powerful commercial advantage.