

GI Group's Fuels Candidate Registration Efficiencies with 360 Forms

Streamlining Recruitment as a Competitive Edge

Overview

As a top UK recruitment agency, GI Group handles high application volume and urgently fills job openings across many industries. But reliance on manual paperwork, chasing and approvals during key hiring processes severely slowed candidate flow and strained staff.



By digitally transforming their forms-based workflows around candidate onboarding, GI Group aimed to accelerate recruitment velocity without taxing team capacity.

Recruitment Process and Problem

GI Group's multi-step recruitment process relies heavily on forms - from initial candidate quick apply to full onboarding, including contracts signing.

Managing primarily manually via email and attached documents meant:

- Constant administrative workload chasing candidates
- No visibility into form completion status across candidates
- Email and document attachments is a barrier to documents being returned
- Lack of validation in form documents meant responses were mostly incomplete
- Double keying as no integration with recruitment CRM system

With applicant volume spiking and aggressive growth goals across service areas, reliance on this manual process wasn't sustainable. GI Group needed digital optimisation.

Introducing Efficiency Through Automation

After reviewing several electronic forms platforms, GI Group selected 360 Forms for its combination of form customisation, flexible rules-based workflows, Access CRM integration capabilities, and a can-do customer attitude.

With 360 Forms, the team quickly built mobile-responsive forms and multi-stage hiring processes, fully automated using conditional logic. Integrated eSignatures and access permissions streamlined reviews, approvals and notifications as candidates progressed. Integration with Access CRM connected all forms data with corresponding CRM candidate records.

Rolling Out Frictionless Experiences

The new system went live company-wide in just 6 weeks, quickly adopted through:

- Intuitive candidate experiences
- Simple user guides and embedded help content for branch consultants
- Ongoing customer success training for administrators
- Continuous engagement with management and staff
- Feedback feeding agile continue improvement

Transformative Results Across All Metrics

Within months of launch, GI Group recorded remarkable gains:

- Average days to complete onboarding and contracts decreased **80%**
- Admin workload per hire reduced **40%**
- Completed candidate documentation rose from **65% to 95%+**
- Monthly candidates sourced/processed increased **46%**

By enabling automated, efficient forms flow, GI Group positions itself to extend their momentum and market leadership for years to come. An investment that pays dividends with each new hire.

Recommendations

Based on momentum to date, GI Group plans to expand 360 Forms into additional business processes like reference requests, safety certification collection, employee evaluation and off-boarding checklists. The flexible platform enables workflows modifications and additions as needs evolve.

Conclusion

Easy-to-use forms automation allows GI Group to scale without disproportionate staffing loads. Meanwhile candidates and employees enjoy transparent, engaging experiences interacting online. 360 Forms returns time to GI Group's core value focus: matching qualified candidates with welcoming employers. The platform earns high marks from leadership, staff and applicants—delighting GI Group stakeholders across the board.

Short

*As a top UK recruitment agency, GI Group handles high application volume and urgently fills job openings across many industries. But reliance on manual paperwork and approvals during key hiring processes severely slowed candidate flow and strained staff. By digitally transforming their forms-based workflows around candidate onboarding, GI Group aimed to accelerate recruitment velocity without taxing team capacity. After reviewing several eForms solutions, they selected 360 Forms for its supported implementation model, workflow automation and CRM integration. Within months of adoption, GI Group increased monthly candidates sourced **46%** while lightening staff workload per hire **40%** through newly efficient workflows. 360 Forms provided the forms transformation essential for GI Group to sustain strategic growth well into the future.*