



**Tulip** is one of the UK's leading food companies supplying everything from retail to foodservice, wholesale and export markets. They are also the **UK's largest producer of pork products** and the number one farmer and producer of organic pigs in the UK.

Combining the following brands; Danepak, Tulip, Adam, The Fuller Flavoured Sausage Company, Spam, Stagg Chilli, Plumrose and Dalehead foods. With an annual turnover of £1.1 billion and over 7000 people employed across 17 sites, Tulip had a big need to implement an online recruitment system to allow HR to quickly and easily managed all their vacancies on a central platform.

## The Challenge

As a large business, with each of the sites undertaking their own recruitment activity, Tulip had a number of recruitment objectives that they wanted to achieve.

- ✓ Improve control and visibility of all recruitment activity.
- ✓ Control and reduce the use of recruitment agencies
- ✓ Introduce more cost efficient recruitment methods
- ✓ Improve the management of graduate & industrial placements
- ✓ Create their own talent pool of candidates
- ✓ Improve the candidate experience and employer brand
- ✓ Automate the production of key reporting information



## The Approach

Each solution delivered by networkx is tailored to the specific needs of each client.

In order to accurately reflect the specific needs of each business area and improve the efficiency of Tulip's entire recruitment activity, networkx visited various sites across the UK and worked closely with the HR Department to create a unique solution.

Combining core functionality with the necessary additional modules, the recruitment software was specifically configured to reflect the recruitment and selection processes adopted by Tulip and create the control needed across the business.

The software was implemented alongside networkx' Candidate Attraction and Candidate Management services to provide a more cost effective sourcing option for a wide range of vacancies.



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## The solution for Tulip

Following consultation, the recruitment software was implemented in a phased approach, firstly to support the Graduate and Industrial Placements and later to support recruitment activity across the business.

Configured specifically to provide a complete solution to achieve their outlined objectives the software was also introduced in conjunction with network' Candidate Attraction and Candidate Management services.

### Objective 1: Improve control and Visibility of all recruitment activity

Designed to provide the control required by HR, Tulip utilise the software as a centralised platform through which they manage all their recruitment activity. User access rights control access to both functionality and vacancies whilst the option to create pre-defined advert templates and job descriptions helps control the information published and communicated to candidates.

At any stage of the recruitment process, HR remain in complete control with access to real time overviews that provide key information such as the status of applications and shortlisting progress.

### Objective 2: Control and Reduce the use of Recruitment Agencies

Through the utilisation of network' recruitment services, many of the vacancies previously sent to Agencies are now filled through the more cost effective Candidate Attraction and Candidate Management service.

### Objective 3: Introduce more cost efficient recruitment methods

The increased cost efficiency of recruitment is driven by network' ability to help Tulip reach a much wider target audience of candidates and the use of a broad range of sourcing strategies to target candidates with the skills they require.

Not only does the network service reduce the cost per hire for Tulip but by managing candidates throughout the entire recruitment process on their behalf, significant time savings are also delivered to further improving the cost efficiency of Tulip's recruitment activity.

### Objective 4: Improve the management of Graduate & Industrial Placements

Regardless of the number of applications Tulip receive for their placement opportunities by using the integrated communication templates within the recruitment software, they have the tools they need to communicate efficiently with each and every candidate throughout the application and selection process.

The ability to manage assessment centres using the software also helps to ensure that when it comes to identifying top talent this can be controlled in a more efficient manner.

### Objective 5: Create their own talent pool of candidates

Designed to deliver an unrivalled candidate experience, as part of the online application form all candidates are now required to register their details when applying for vacancies with Tulip.

The details of each candidate are automatically added to a searchable database that can be used to identify and communicate with any candidates that may be suitable for future vacancies.

In order to build the talent pool more quickly, Tulip have also chosen to advertise speculative vacancies across all business areas.

### Objective 6: Improve the candidate experience and employer brand

Whilst the sleek and modern online application process presents a consistent and professional image to all candidates, it is the candidate account created upon registration that offers a premium experience.

This dedicated portal not only allows each candidate to save and return to part completed applications, but also track the status of all submitted applications, access copies of all communication sent by Tulip including interview details and set up job alerts to be notified of opportunities.

### Objective 7: Automate the production of key reporting information

The need to manually collate key information such as cost per hire, time to hire and equal opportunities has been eliminated through the implementation of network' recruitment software. Whether Tulip wish to report on a particular vacancy or on recruitment as a whole, the comprehensive reporting suite within the software ensures quick and simple access to data in real time.

In conclusion by combining the right level of recruitment software with candidate attraction and candidate management services and their own recruitment strategies, Tulip now have a professional approach to sourcing new talent that matches their reputation as one of the leading, most innovative and forward thinking FMCG companies.



## Tulip Careers Site

When Tulip originally partnered with network and started using our recruitment software, they made use of several hosted careers pages. This allows them to have several careers pages e.g Graduate or Industrial Placement pages and a main careers page with job search options. This allowed for specific pages to be used for target campaigns such as careers fairs and the main page, which allows searching across all Tulip vacancies, to be the main link on the Tulip site.

When Tulip came to rebrand and update their website, resource was made available with a 3rd party so that Tulip could take back control of their careers pages. To do this, network provided a flexible XML Feed which contains all the information required to list the vacancies on the Tulip careers site.

## Tulip Application Process

Tulip make use of a quick apps to allow candidates to easily apply for their vacancies. By completing a short application form containing only relative questions, candidates can apply in minutes ensuring a high conversion of advert views into completed applications.

This provides sufficient information for HR teams to accurately sift candidates then if required, invite some candidates to complete a longer, more comprehensive application form or if required online test.

