



How Tribepad empowered Well Pharmacy

to transition from
support function to
strategic function.

Let's start with **what we have achieved...**



150% increase
in applications for
hard-to-fill roles



92% increase
in total application
volume



35% decrease
in time-to-offer
for specialist roles

“

Tribepad has saved our people team so much time. Now they can focus on the value-added stuff. It's not just transactional recruitment anymore – it's tactical recruitment; strategic recruitment.

I'm able to show even more return on investment from having an in-house recruitment team now too, because I can easily pull that data.”

Jo Riley
Resourcing Manager



THE RESULTS

150% increase
in applications for
hard-to-fill roles

92% increase in total
application volume

35% decrease
in time-to-offer for
specialist roles

Freed funds to hire
extra recruiters
to support growth

**Restructured
administrative role**
to focus on marketing
and attraction

**Recognised by
industry publication**
for stand-out branding

**Empowered
manager self-
service** (and great
feedback from
managers)

Freed time
to introduce
neurodiversity, disability,
and wellbeing initiatives

**Achieved
compliant** and
auditable processes,
reducing risk

**With more than 760 pharmacies,
Well Pharmacy is the third biggest
pharmacy chain in the UK and
the largest independent chain.**

**And they're fiercely committed to
being the best, with a clear purpose
to improve the lives of patients and
customers and do something that
really matters.**

To fulfil that purpose, Well know they first have to prioritise the colleague experience. Every member of the Well team, from pharmacists to community drivers; warehouse managers to support centre colleagues, is critical to delivering Well's brand promise and serving their communities.

**A brilliant colleague
experience starts with
brilliant recruitment.
That's why Well
Pharmacy chose
Tribepad.**



THEMES

Decentralised recruitment

Complex organisational structure

Fragmented legacy systems

Compliance documentation

EVP and employer branding

Recruitment marketing

Manager self-service

Candidate experience

Onboarding

ED&I

“

The fact that Tribepad works with a number of NHS trusts was a big pull for us. The team understand the market we operate in and how candidates behave, and they're investing in R&D based on how healthcare retail is evolving.

It also means they're used to the nuances of NHS processes, which is critical from a compliance and documentation perspective.

One reason we wanted to partner with Tribepad was that they really matched our human, honest culture. From our first conversations onward I felt really listened to, not sold at. The team has always been very honest about what they could and couldn't achieve; that was a big tick in the box.”

Jo Riley
Resourcing Manager



Context

Well Pharmacy hire roughly 3500 colleagues annually with a small central recruitment team of five recruiters handling recruitment across the UK. The team coordinates and supports a complex hierarchy of field, area, and regional managers.

Well has also just added a new team of four recruiters focussing on international recruitment.



“

Tribepad has a very, very different look and feel. We love that Tribepad focusses on the whole candidate experience, recruiter experience, and manager experience rather than just being about the system's processes.”

Jo Riley,
Resourcing Manager

Before

When Bestway Group bought the now-named Well Pharmacy business from the Co-operative Group in 2014, the acquisition triggered major introspection about the brand, culture, and recruitment function.

Well found themselves stuck with a multitude of inflexible legacy people systems that didn't speak to one another, causing a heap of problems:

- Rigid processes that couldn't accommodate how Well wanted to work
- Boring, same-same job adverts that blurred into the background
- Mountains of avoidable manual admin, taking many colleague hours and slowing time-to-hire
- A patchwork recruiter experience, jumping from unintuitive system to unintuitive system to get anything done
- Endless maverick workarounds from recruiters and managers who couldn't easily use (and didn't like) the current tech
- An increase in GDPR risk issues, needing more manual input to ensure compliance
- An inconsistent new hire experience, with new colleagues being asked for the same info repeatedly or missing crucial onboarding info
- Slow progress on strategic priorities like diversity, because the team had no breathing space to do more

Resourcing Manager, Jo Riley knew that Well's authentic, caring, human-first culture is a true differentiator, and should be instrumental in helping them attract and retain great people.

But their current recruitment software was disguising it.



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Jo Riley,
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Now

A brand that gets noticed

One of Jo's big priorities was finding a talent acquisition platform that would do Well's brilliant employee value proposition and brand justice.

The community pharmacy sector suffers from massive talent shortages and recruitment is extremely competitive. Especially among pharmacists, who the network depends on.

Standing out is essential. But Well's existing ATS gave them zero flexibility about their job adverts, so every business hiring looked indistinguishable: blue; green; same fonts; text-heavy.

Using Tribepad, Well introduced their new branding – orange, yellow, and blue – and added videos into their adverts, to show off their personality. The team also started posting adverts to multiple boards at once, with a click.

The new approach worked wonders. Within three months, Well saw a 92% increase in application volume and improved the calibre of applications. Plus, the team was recognised in a leading industry publication for their stand-out recruitment brand.

“

A stand-out was that Tribepad really enabled us to show off the Well Pharmacy culture code, which we couldn't have gotten with any of the other providers we looked at.

We weren't expecting the level of acknowledgement we received externally from our peer group and professional bodies about our new presence on the market – and of course, a big uptake in the volume and calibre of applications. It's been a big success for us.”

Jo Riley,
Resourcing Manager



From support to strategy



Jo didn't just want recruitment software that helped the Well Pharmacy brand shine. She wanted a platform that would help her talented team shine, digging them out from the mountain of manual work weighing them down.

Before Tribepad

One person on Jo's already-small team was entirely dedicated to manually posting and removing job adverts.

None of Well's HR and finance systems were integrated, so the team spent hours moving data manually from system to system.

Endless phonecalls and emails trying to collaborate with managers meant Well's recruiters could barely see the wood for the trees.

Now

Thanks to heaps of time-saving features, sensible end-to-end automation, open APIs for easy integration, and great manager self-service functionality, Well's resourcing team have been able to shift focus: less admin, more value-add proactive recruitment.

The team have time now to dedicate to strategic stuff like:

- ✓ Running recruitment campaigns with Tribepad CRM
- ✓ Headhunting for critical positions
- ✓ Developing their employee value proposition
- ✓ Nurturing richer candidate relationships
- ✓ Focussing on the colleague experience
- ✓ Growing ED&I initiatives

Even better, the efficiencies Tribepad has brought has also freed up funds to reinvest in growing their recruitment team, and diversify their attraction strategy to include International Pharmacist recruitment. That's one answer to skills shortages!

Plus, the colleague who was previously dedicated to posting job adverts is now a Social Channel and Attraction Marketer. They've since grown Well's social presence across multiple platforms to engage both with current and emerging talent – resulting in an 150% increase in applications. Not bad.

“

We're now so efficient in processing candidates that I've been able to redefine my team structure and create a new role for an existing team member. Because of their success in this new role, we've seen an 150% rise in applications for our core market.”

Jo Riley,
Resourcing Manager



Maverick Magic Managers

“

I've been pleasantly surprised at how positive manager feedback has been about Tribepad, particularly around how easy the system is to use.

Of course it's a journey to change managers' behaviours – but Tribepad has been ideal because everyone now has to follow the right process. My audit and compliance manager is much happier now!”

Jo Riley
Resourcing Manager

Moving towards a manager self-service model for recruitment was a strategic priority for Well. Running recruitment for more than 760 pharmacies through Well's team of five people simply wasn't sustainable, and it meant the team spent hours weekly resolving issues and chasing managers.

“My audit and compliance manager is much happier now!”

But their current clunky tech didn't support self-service, so it was hard for managers and recruiters to collaborate effectively. With Well's complex organisational structure of field, area, and regional managers, this meant recruitment had become a black box without visibility, consistency, or control.

Well needed to empower managers to take ownership over recruitment but stop them going off-piste.

Tribepad was the only recruitment platform that fit the bill. Our talent acquisition tech has loads of features to make managers' lives easier (like...heaps of templates; automated nudges; at-a-glance summaries; secure mobile access; bulk actions) but also has robust process and permissions guardrails to keep recruitment on-track.

Plus great reporting, so Well's recruitment team can instantly see how managers are behaving and spot where more training and development would be useful.

Getting off on the right foot

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Jo Riley,
Resourcing Manager

It's super important to Well Pharmacy to deliver a recruitment journey that aligns with their strong culture code and values. Being caring, honest, human, respectful and accountable are central. A recruitment process that communicates these messages is essential to hiring great-fit colleagues who support Well's mission to deliver the best prescription experience.

But before Tribepad, Well's team were being let down by their software:

- Closed jobs stayed live, attracting wasted applications
- Time-to-offer was slow; some applicants never heard back
- Onboarding was patchy at best
- Collecting and validating extensive documentation took ages

Tribepad helped the team deliver a true Well experience from application to first day:

- Heaps of efficiencies, automation, and bulk actions
- Integrated onboarding and speedy contract management
- Automated emails and progress updates for candidates
- Fabulous, flexible job adverts and branded journey
- Better visibility for managers to solve onboarding issues instantly



And it's paid off:
Average time-to-offer for specialist roles has **decreased by 35%**

Stepping back to stride forward

Well Pharmacy serves a diverse community across the UK so building a representative workforce matters a lot.

The business already had a fairly diverse workforce population but with their existing recruitment tech, the team lacked the visibility to continue to improve.

Tribepad has empowered Well to take that step back, to understand in-depth how their end-to-end recruitment processes and tools support their diversity goals. And because Tribepad integrates effortlessly with Well's HR tech stack to provide great reporting, the team have been able to focus on ED&I initiatives they never had time for before like neurodiversity and disability.

They've also freed time to introduce a well-being programme, to support colleagues' health and well-being and contribute to engagement and retention.

One of the team's major strategic priorities for the future is to strengthen their positioning as an equal opportunity employer. Tribepad has been a major stride towards realising that ambition.

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It's extremely important to us to meet the needs of our diverse workforce and diverse patient and customer community.

We sponsored the inaugural Pharmacy Business Diversity Conference in 2021 and we want to continue leading the way for the community pharmacy sector here by promoting equality, diversity, and inclusion across everything we do. Tribepad has been an important part of that.”

Jo Riley,
Resourcing Manager



Multiple hiring processes from one place

Well's recruitment team handles a wide variety of roles, each with different recruitment processes, workflows, and users.

Before Tribepad, handling this nuance was difficult and chaotic. Managing fast timelines was challenging. And there was no oversight over the hiring environment as a whole.

Thanks to Tribepad's flexibility, Well now runs different recruitment workflows, templates, onboarding packages, and access permissions for all their hiring needs, inside one system. It's better for everyone:

- Recruiters, resourcers, and managers only see what's relevant for them
- Resourcers have one central place to easily manage recruitment
- Candidates get a personalised experience designed for their role
- Compliance is easier, faster, and more reliable
- Leaders can now report on the full picture of recruitment

“

Hiring a Pharmacist is very different to hiring our support colleagues or our community Drivers. The recruitment process is different; selection is different; assessment is different; the documentation we need for compliance is different. We have to manage different visa processes with the home office too, and we need hiring managers to have the right levels of access. Tribepad offering this flexibility was a major draw for us”

Jo Riley,
Resourcing Manager



Meet your biggest recruitment allies

Tribepad is the trusted tech ally to smart(er) recruiters everywhere. Combining ATS, CRM, Video Interviewing, and Onboarding, our talent acquisition software is a springboard for faster, fairer, better recruitment for everyone.

Trusted by organisations like Bupa, Signature, NHS Professionals, and Turning Point, 25-million people in 16 languages use Tribepad.

Book a 30-minute chat
to see how Tribepad can help
you better serve your community.

