



How Tribepad helped Yorkshire Housing build a customer-obsessed recruitment function everyone loves.

Public Sector
Case Study

Let's start with what we've achieved...



Time-to-hire
reduced by 52%



Application volume
increased by 95%



Completed applications
increased by 79%

“

**It's very rare now to
struggle with a role.”**

Gurdit Singh, Recruitment Manager,
Yorkshire Housing



Overview

In early 2023, Yorkshire Housing launched an ambitious new business strategy: at its heart, a desire to be the UK's best housing provider. For Yorkshire, the foundation of that is being totally customer-obsessed; putting the customer at the heart of everything they do.



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We're on a growth journey. We have ambitious plans to build another 8000 homes over the next few years, and we want to be the UK's best housing provider.

We need the right processes and systems to help us with that journey. Our legacy ATS just didn't align with our forward-thinking approach and our commitment to leading the way. That's why we moved to Tribepad.”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing

Recruitment is a cornerstone. Hiring the right people means building a workforce that can better serve the community, giving people across the region a place they're proud to call home; a place where they can thrive.

But customer-obsessed recruitment needs the right tools, especially when you're growing fast. Otherwise, as Yorkshire was discovering, you're saddled with exasperating processes that slam the brakes on your mission.

They knew if they were serious about being the best, they needed better recruitment software. That's why they moved to Tribepad.

The results



Time-to-hire **reduced by 52%**



Time-to-fill **reduced by 51%**



Application volume **increased by 95%**



Completed applications **increased by 79%**



A **brilliant, on-brand** candidate experience



Fast, flexible journey that increases application volume



Heaps of **time saved through automation**



No more manual admin and trawling through email



Happy managers who spend less time hiring



Quarterly CX insights to help the team improve



Much faster to fill roles with **hot pipelines of engaged talent**



Lots of fab feedback from across the organisation



Armed to **deliver on ED&I strategy**



Turbocharged progress towards diversity targets



Continuous real-time recruitment data to power growth



Wiped out **agency spend**

Context

Yorkshire Housing is the biggest housing association based solely in Yorkshire. They own and manage around 20,000 homes across the region, including older person's accommodation and affordable and social homes.

They have a headcount of around 800 people and last year they hired nearly 200 people: a stratospheric growth journey. They hire all sorts of roles from tradespeople to execs, with a bustling recruitment team of four people. They also have a dynamite brand and comms team and a dedicated ED&I Lead.



“The look and feel of Tribepad won us over immediately. It’s absolutely aligned with who Yorkshire Housing are.”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing

BEFORE

When Recruitment Manager Gurdit Singh joined Yorkshire Housing, the organisation's recruitment was really struggling. They used to outsource their recruitment – far from cost-effective – but even once they moved to an in-house model, their hiring function wasn't anywhere near where they wanted.

The major issue was the team's legacy ATS, networkx. The software could functionally handle the basics of recruitment, but that was that. The bare minimum.

That wasn't ideal for internal users or for candidates. It certainly wasn't customer-obsessed.

- Clunky, long-winded, slow – and not mobile-optimised
- Hard to navigate; lots of time wasted on troubleshooting
- Inflexible and basic application process
- Limited automation causing endless manual workarounds
- Candidate comms and workflows that couldn't be customised
- Totally reactive: no ability to build and nurture talent pools
- No real-time data meant improving was off the table
- No support for Yorkshire's brilliant branding
- Unable to support recruitment inclusivity

With a brilliant brand, laser-sharp strategy, incisive leaders, and a crew of smashing recruiters, Yorkshire knew they had almost all the ingredients for recruitment that shines.

But the right ATS was a major missing link. That's where Tribepad came in.

THEMES

Candidate experience

EVP and employer brand

Manager and recruiter experience

Recruitment automation

Proactive recruitment

Recruitment data

ED&I

“

When you recruit the numbers we do, that's only possible with the right systems in place so you can perform the best you can as a recruiter.

Tribepad's been instrumental.”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing



NOW

A true Yorkshire candidate experience

Yorkshire Housing have a great brand. A brand that makes attracting talent easy. But their legacy ATS meant they couldn't do that brand justice.

The candidate experience was slow, time-consuming, and frustrating. The application process was basic and inflexible. And the ATS didn't support visual branding, so all the comms team's hard work was going to waste.

One of Yorkshire's top priorities was recruitment software that aligned to their forward-thinking brand. So they could consistently deliver a speedy, seamless, Yorkshire experience that put candidates at its heart.

That's just what they got with Tribepad.

- Much faster application process with CV Apply and Quick Apply
- Mobile-optimised – critical for on-the-go candidates and managers
- Adaptable processes – no more one-size-fits-all
- Customisable email and SMS comms for different roles
- Seamless, fluid process that makes candidates' lives easy
- Brilliant, modern look and feel that everyone loves
- CX questionnaires for everyone prove commitment to growth

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When we're trying to be the best, we need to provide an absolutely excellent candidate experience. Before Tribepad, we just weren't able to do that.

We wanted an ATS that could mirror our brand and support our forward-thinking vision”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing

Stressful → seamless and speedy

Before Tribepad, Yorkshire were stuck doing lots of stuff manually outside the system. It was a nightmare of workarounds, trawling through email threads, and troubleshooting. A time-consuming, stressful nightmare that didn't work for anyone.

Especially when you consider Yorkshire's massive growth. They hired almost a quarter of their workforce last year. Phew. Growth like that demands a recruitment function that's firing on all cylinders.

That meant seamless was top of the shopping list for new recruitment software.

Tribepad gives Yorkshire one speedy, seamless, simple system for their entire recruitment process.

The team love:

- **Plenty of sensible automation**
- **Zero-tech-skill-needed interface**
- **Back-end control to make changes**
- **Lots of easy-to-add, easy-to-adapt templates**

Recruitment's gone from a major headache to an easy-breezy process that does what it's meant to do.

“

Everyone who uses Tribepad finds it easy and straightforward.

Managers and internal colleagues have a much better experience throughout recruitment now.”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing



Less reactive; more relationships



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Our aim as an organisation is to be more proactive and less reactive, and that filters into every business area including recruitment. Ultimately, having the right recruitment software allows you to be proactive, so you can get ahead of the game straight away.

Being able to tap into a warm talent pool where we know candidates have had a great experience saves us so much time and is more cost-effective.”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing

One of Yorkshire Housing's major frustrations with their old ATS was the total lack of ability to nurture and retain candidates.

Great brand awareness meant they were attracting plenty of applications. But without any way to continue those relationships beyond immediate jobs, they were losing touch with good people.

In other words, Tribepad's talent pooling and CRM functionality was an open goal...

Now candidates can register interest, opt into marketing comms, and develop a relationship with Yorkshire long-term. The dynamic of recruitment's changed totally. Now the team can build talent pools and nurture talent long-term, to frontload their pipeline with great people and approach them directly about suitable roles. It's:

- **Much faster**
- **Much more cost-effective**
- **Much more future-focussed**

Win, win, and win.

Taking back **control** over data



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Data functionality was a major requirement for us when we chose a new ATS.

Tribepad gives us real-time data into every element of our recruitment.”

Gurdit Singh, Recruitment Manager,
Yorkshire Housing

Data was a major bugbear with networkx. The platform had no in-built data functionality, so only the provider's team could pull reports.

Yorkshire Housing could theoretically get data. But in practice, lack of ownership meant reports was outdated and backwards-looking by the time they arrived. Not helpful.

With Tribepad Insights, Yorkshire have real-time data about everything they need at their fingertips. From the birds-eye view to the nitty-gritty detail.

With:

- 60+ pre-built reports
- Custom report builder
- Ad-hoc reports
- Scheduled reports

So they can spot issues, solve challenges, keep improving, prove progress, and showcase recruitment's impact across the organisation.

Sounds like a high-value function to us.

Living up to ED&I promises

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If you're serious about making progress on ED&I, you've got to have the right ATS in place to support what you're trying to do, or it just won't work. That's what we've got with Tribepad.”

Gurdit Singh,
Recruitment Manager,
Yorkshire Housing

ED&I is a huge priority for Yorkshire Housing, but with their previous system they felt they weren't doing enough for recruitment inclusivity. They wanted an ATS that would **support their proactive approach to building a diverse and inclusive workforce.**

That's what they've got with Tribepad:

- Automated gender bias checks on job ads
- Flexibility to include lots of diverse imagery
- Configurable processes to flag and make reasonable adjustments
- Great diversity reporting to proactively drive progress
- Diversity and inclusion interview question bank
- ED&I surveys for candidates to identify improvement areas
- Easy integrations to assessment providers to give inclusive options

Improving diversity can be a challenge, especially for trade and rail roles. But with Tribepad, it's a challenge Yorkshire Housing can rise to.



Meet your biggest recruitment allies

Tribepad is the trusted tech ally to smart(er) recruiters everywhere. Our talent acquisition software is a springboard for fairer, faster, better recruitment for everyone.

As an official NHF supplier, we're trusted by major UK housing groups including Gleeson, Notting Hill Genesis, Yorkshire Housing, and the Wrekin Housing Group.

Book a 30-minute chat
to see how Tribepad can help
you deliver for your organisation
- and your communities.

