

Case Study

Transforming Healthcare Recruitment: Occupop turn TCP Homecare into a hiring machine

See how TCP Homecare stays efficient while hiring at scale with Occupop.

occupop + **TCP⁺**
Homecare

About TCP Homecare

In the competitive landscape of healthcare recruitment, streamlined recruitment processes can be the key to success. This case study focuses on TCP Homecare, a healthcare service provider in Ireland, and their journey towards remarkable growth by harnessing the power of Occupop, a recruitment software designed for efficiency. We will delve into the challenges faced by TCP Homecare and the transformative solutions that Occupop brought to their HR department, featuring insights from David Craven, HR Manager at TCP Homecare.

TCP Homecare, a healthcare service provider, offers various services such as pharmaceutical product distribution, homecare nursing, and sharps waste management, contributing to an innovative patient care approach. With a staff of over 150 employees and a team of 3 in HR, TCP Homecare stands at the forefront of transforming healthcare delivery in Ireland.

Industry: Healthcare & Logistics

Location: Republic of Ireland

No. Employees: 100-200

Location: Ireland

Website: tcphomecare.ie



Challenges

David Craven, HR Manager of TCP Homecare, identified the key challenges they faced in their recruitment process:

Multiple Job Boards and Inefficiency

With over 50 different service/client offerings, TCP Homecare had to post job openings on numerous job boards. This time-consuming process required logging into nine different portals and posting each job individually. Some boards proved costly and did not deliver the desired candidate quality and volume.

Lack of a Talent Pool

Despite the wide range of services, TCP Homecare often needed to fill similar positions repeatedly. Accessing a readily screened talent pool for these healthcare positions was crucial. Quality CVs were received from some job boards, but there was no efficient way to screen or store them for future use.



Solution: Empowering Efficiency and Quality

TCP Homecare's journey to overcoming these challenges was significantly enhanced by the adoption of Occupop. Let's explore how Occupop provided transformative solutions to these pressing issues:

1. Streamlined Job Posting

- Occupop simplified the job posting process by allowing TCP Homecare to post on multiple job boards, social media, and their careers page with a single click. As David Craven noted, "Suddenly it was all on one platform, allowing us to greatly reduce one very time-consuming element of our recruitment process."

2. Exposure to New Channels

- Occupop exposed TCP Homecare to previously untapped recruitment channels, enhancing the visibility of their job openings and increasing the number of quality CVs received. This broadened reach translated to an improved candidate pool.

3. A.I. Technology for Screening

- Occupop's A.I. screening technology played a crucial role in streamlining TCP Homecare's screening process. Pre-qualifying questions helped filter out unsuitable candidates, and the technology scored and presented the most qualified candidates first. According to David, "We can instantly see the top-performing and best-suited candidates for the job." The platform also allowed them to store relevant CVs for future use.



The Most Valued Features

TCP Homecare's most valued features included its streamlined multiple job site posting, advanced A.I. technology for efficient screening, and seamless team collaboration, which collectively revolutionised their recruitment process.



Results

The implementation of Occupop yielded significant benefits for TCP Homecare:

1. Time Efficiency

The most immediate benefit was a 50% reduction in time-to-hire, significantly streamlining the recruitment process. This reduction allowed TCP Homecare's HR team to allocate more time to other crucial aspects of talent acquisition and management, contributing to overall productivity.

2. Quality Candidates

Notably, the quality of candidates improved, aligning better with their requirements. With a more targeted approach to job postings, TCP Homecare attracted candidates who were not only qualified but also aligned with the company's values and culture. The quality of new hires directly impacted the company's service delivery.

3. Cost Savings

Through the reporting feature, TCP Homecare tracked CV sources, enabling them to make informed decisions about effective recruitment channels. This led to a reduction in recruitment costs by a remarkable 70% per hire. The budget saved was redirected towards strategic HR initiatives, ensuring the most effective allocation of resources.

4. Rapid Growth

Within 12 months of using Occupop, TCP Homecare made 50 new hires, increasing their staff from 100 to nearly 200. The efficiency of the recruitment process allowed the company to scale rapidly in response to the growing demand for their healthcare services. The swift growth translated to a more competitive market position.

5. Elimination of Redundant Job Boards

By identifying less effective channels, they removed one job board, resulting in significant cost savings. This allowed TCP Homecare to allocate resources to more productive avenues of talent acquisition, making the recruitment process not only cost-efficient but also optimized for success.



We went from posting on 9 job boards individually to being able to post to 16+ job boards and our careers page in one click.



David Craven
HR Manager
TCP Homecare

Results

-In summary, TCP Homecare's strategic adoption of Occupop resulted in remarkable growth and transformation of their HR processes:

- 50% reduction in time-to-hire, freeing up valuable HR resources and speeding up hiring.
- Reduction in recruitment costs by a remarkable 70% per hire, leading to cost-efficiency and budget optimisation.
- 50 new hires through Occupop in 12 months, facilitating rapid expansion and increased service capacity.
- Increased staff numbers from 100 to nearly 200, positioning TCP Homecare for further growth and market domination.
- Elimination of 1 job board, leading to significant cost savings and a more targeted approach to talent acquisition.

David Craven emphasised the advantages of working with Occupop, stating that "from initial onboarding to adding team members, the set-up is instantaneous, painless and doesn't delay your recruitment process whatsoever." He also praised the client-centric approach of the Occupop team, highlighting the value of a relationship-driven platform.

“Time is the biggest benefit we've seen from using Occupop, and we saw the benefit immediately.”



David Craven
HR Manager
TCP Homecare

Results

50%

Reduction in time-to-hire

70%

Reduction in recruitment marketing costs

Doubled

The size of the team in 1 year

1 Central Hub

For all recruitment activities

Scalability

Achieved 100% increase in size, fast



occupop

Occupop is a beautifully simple recruitment software built for SMBs. Occupop simplifies, streamlines and automates your recruitment process, so you can focus on your most important work —your people.

Spending too much time hiring the right candidates?

Try our best-in-class ATS software for healthcare companies like TCP Homecare . We make it easy to source, evaluate and hire best-fit candidates – and quickly, too.

Book a demo and we'll show you how.