

DigitalInk revolutionises candidate interviews

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Genesis Associates are one of the UK's leading recruitment service providers within the construction industry.

The Problem

A large proportion of Genesis recruitment is conducted at recruitment fairs where the time taken to assess a candidate is critical to the value that the Genesis team can extract from any given event.

The Genesis management team had a requirement to reduce the time spent on admin at these events and invited the DigitalInk Solution Team to provide a solution.

The Solution

A DigitalInk form was developed providing a quick and structured method of assessing candidates using simple check boxes. The completed forms are delivered to head-office via the user's mobile phone where an automated scoring system is able to aggregate the candidate results in real-time.

The Benefits

"The recruiter completes the form with the candidate responses using DigitalInk rather than a conventional paper form.

DigitalInk then converts the hand written information from the form into data and sends this back to head office. The scoring system developed by Footprint Solutions interprets this information and automatically scores the candidate performance.

The solution has allowed us to double the number of candidates we can interview at each fair and it has removed the need for any manual calculations.

DigitalInk provides real-time information which allows us to ensure that we talk to sufficient numbers of candidates before the end of the event. This has never been possible before.

I cannot stress just how much value we have added to our recruitment fair performance by using DigitalInk. DigitalInk is superb. It does exactly what it says on the tin and we love it.

I would strongly urge anyone with a field-based business to take a serious look at DigitalInk and the efficiencies that the Footprint Team could potentially deliver.

Pat Bell

Managing Director, Genesis Associates

The screenshot shows a digital questionnaire form. At the top, it features the logos for Genesis Associates and DigitalInk. Below the logos is a small text block: "Please complete the questionnaire responses in BLOCK CAPITAL letters only please. As we would like to contact the participants via email, it is imperative that extra care is taken whilst completing the Email Address section of the questionnaire." The form is divided into sections: "Your Personal Details" with fields for Forename, Surname, Date of Birth, Post Code, and Mobile Phone Number; "Email Address" with three parts for domain, extension, and email address; and two multiple-choice questions, Q1 and Q2, each with four radio button options. Q1 asks "What phrase best describes your professional outlook?" and Q2 asks "What phrase best describes your preferred role?".

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