

# Peopleclick Authoria Case Study: Navigating the High Seas: Lloyd's Register and Peopleclick Authoria Help Anchor Talent

## Lloyd's Register at a Glance

### INDUSTRY:

Safety and asset insurance for systems at sea, on land and in the air

HEADQUARTERS: London, UK

EMPLOYEES: 6,000

### GOAL:

Select and implement a recruitment management solution to facilitate growing the organisation by over 40%.

### THE SOLUTION:

Peopleclick Authoria RMS

In few industries is workforce globalisation felt more than with the international shipping and transport market. With growth in the industry reaching record highs and the need for skilled talent in great demand, Lloyd's Register Group was facing a complicated recruiting environment. Add to this the organisation's aggressive target to grow its very mobile employee base by over 40% in a five-year period, and the company recognised a need to improve its recruitment process rapidly.

### The Challenge

The Lloyd's Register Group is an organisation that works to enhance safety and to approve assets and systems at sea, on land and in the air. The company has offices worldwide, in over 88 countries, and as the company prepared to grow substantially, it was clear that the current paper and email-based recruiting process would not facilitate the dynamic talent pools required for success.

With its diverse geographic nature, the recruitment function was logistically stretched. The team was struggling to ensure that all compliance and workflow challenges were met while at the same time applying their corporate standard across the board. Each local recruiter was very isolated from the overall process and was therefore limited in their ability to be effective. Additionally, the global Human Resources team for the Marine business was unable to provide the desired level of support to this disparate team, or any centralised management reporting.

Helping to lead the charge for a new system was Global Resourcing Manager, Barbara Richards. She worked with the business and the group IT function to identify the required elements for a recruitment management system that would support the level of growth Lloyd's Register required to achieve its growth objective.

Richards explained, "We required a speedy implementation in order for the organisation to be able to strategically compete and increase in the timeframe required."

### The Solution

The team at Lloyd's Register selected the Peopleclick Authoria Recruitment Management System (RMS) to help make possible the company's recruitment goals. Several key criteria were used in the evaluation of potential solutions.

### Speedy Implementation

Critical to Lloyd's Register's success in the industry was the ability to quickly scale up the business. In order to do so, it was essential that the organisation implement a system quickly and easily. Peopleclick Authoria's software-as-a-service architecture eliminated the need to install and update software at Lloyd's Register. A simple web browser provided all staff involved in the hiring process with access to the recruitment system.

The ease-of-use the Peopleclick Authoria system offered was equally important for adoption around the world. A familiar interface, similar to a standard email system offering drag-and-drop functionality, made

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*— Barbara Richards, Global Resourcing Manager  
Lloyd’s Register Group*

the transition easy for team members regardless of location. This swift acceptance and comfort has made the implementation that much easier for Lloyd’s Register.

### **Global Expertise**

With the different equal employment regulations and compliance issues in each country, Lloyd’s Register needed a partner with expertise in recruitment around the world. This was especially important to the organisation as it sought to grow a diverse talent base. It was equally important to Lloyd’s Register that candidate data be protected and secure.

“By standardising on one system, we were able to easily enforce not only corporate standards, but those regulatory standards specific to each country,” said Richards. “Peopleclick Authoria’s easy-to-configure system allowed us to deploy one system but still configure workflows to meet the needs of our entire recruitment team.”

### **Efficiency and Effectiveness**

Paramount to the company’s success was the replacement of their paper-based process with an automated and standardised solution. Peopleclick Authoria offered Lloyd’s Register an easily-implemented solution which created a single repository for all candidate data. This immediately reduced the need for many of the arduous tasks the recruitment staff was forced to complete such as uploading candidate CVs and sending candidate information between recruiters via email.

### **Creation of a Strategic Talent Pool**

Many of the top-tier candidates in the marine and shipping industries are incredibly mobile. Additionally, much of the highly-skilled talent in the industry is being constantly sought and recruited by competitors. Understanding this, Lloyd’s Register knew that a pool of talent must be created and shared with its recruiters worldwide so candidate-rich areas could be identified and leveraged.

With the new recruitment management system, Lloyd’s Register was able to create a global pool of talent. This pool consisted of new candidates in addition to current employees who may be seeking an opportunity to relocate or move up in the organisation. By assisting employees with internal mobility, the company could keep its retention rate high.

### **Corporate Brand**

It was very important to Lloyd’s Register to create a strong corporate presence in the marketplace, especially as demand for high-quality talent grew. Equally important was to create a dynamic and responsive candidate experience.

Lloyd’s Register took advantage of Peopleclick Authoria’s expertise to link their career site, designed to offer insight into the company, to a system which would enhance the candidate experience. Candidates can easily express interest in openings and track their own progress through the hiring process. The system automatically generates communications throughout the lifecycle to keep candidates apprised of their status and develop an ongoing relationship. It was with this functionality that Lloyd’s Register was

able to significantly reduce the amount of time spent by recruiters responding to candidate's requests for status updates.

### **The Results**

First implemented for Lloyd's Register offices in the United Kingdom, the company worked with Peopleclick Authoria to quickly roll out to China, the United States, Canada, Greece, the Netherlands, Norway, Sweden, Germany and the United Arab Emirates. As part of this process, the company launched a strong media campaign to promote the company to attract its much sought after talent.

"For some time we had wanted to create a global campaign to help showcase the company," Richards explained. "We were not able to do so until we had automated our recruitment process with Peopleclick Authoria because our old process could never have handled the volume that our campaigns produced."

After launching its pilot program in the UK, Lloyd's Register is well on its way to reaching its 40% overall growth goals. In its Marine division for example, in the first five months after implementation, the team was over half way to its goal for the growth in people for this budget year.

As Lloyd's Register continues to grow, the team is excited to put the new system to good use. "We will continue to grow our talent pool to best take advantage of our single, central database. This will allow our recruiters to identify candidates that may not otherwise have expressed interest in Lloyd's and help promote us as a leading organisation in the marine industry," said Richards.

### **About Peopleclick Authoria**

Peopleclick Authoria is transforming Talent Management through best-of-breed technology and expertise. With a deep focus on business intelligence and analytics, the Company's technology gives clients the actionable insight required to make strategic decisions that drive better business results. Nearly 60 percent of the Fortune 100 use Peopleclick Authoria Talent Acquisition, Talent Management and Workforce Compliance and Diversity solutions to manage salaried, hourly and contingent labor across their organization. These solutions manage the entire talent lifecycle from recruiting to onboarding and through the ongoing management of each individual's career while helping organizations measure, analyze and empower their existing workforce. Both founded separately in 1997, the two human capital management companies joined together in 2010 to form Peopleclick Authoria. The Company's solutions currently support more than 2,400 organizations ranging in size from large, global corporations to small and medium-sized businesses in more than 214 countries and territories.



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