



CASE STUDY
WESTMINSTER-
CANTERBURY

Hiring Automation Leads to Significant Benefits for Westminster-Canterbury on Chesapeake Bay



Westminster-Canterbury on Chesapeake Bay is a retirement-community of approximately 700 residents and 540 employees, including part-time and full-time employees. The company hires about 200 people per year across a range of positions, from receptionists and waiters to nurses and other specialized healthcare workers.

Clearly, finding the right employee is critical to Westminster-Canterbury’s overall success. But until recently, the company primarily used a manual process for its entire recruiting effort, an approach that was not very efficient. For example, HR advertised its positions in local newspapers and individual job boards, both of which tended to be expensive.

All told, Westminster-Canterbury on Chesapeake Bay attracted thousands of resumes per year, sometimes as many as 300 for a single opening. Not only did this make finding the right candidate extremely difficult, but HR and the hiring managers spent too much time and effort searching for the proverbial needle in the haystack.

Lisa Shepherd, responsible for staff development and recruiting at Westminster-Canterbury, comments on some of the other challenges they faced. “Until a few years ago, we did not have a way to track applicants,” she explains. “For example, we had no way of knowing how many people applied for a particular job, or whether or not candidates had applied for multiple positions. So we created an excel spreadsheet to track applicants. But it was cumbersome and not very efficient.” Westminster-Canterbury on Chesapeake Bay also didn’t have a central place to store its applicant and hiring information, and applications and resumes were routed to hiring managers.

After objectively reviewing all of these challenges, it became clear that Westminster-Canterbury on Chesapeake Bay was ready for a change.

Hyrell Stands Apart

Ms. Shepherd had used automated recruiting solutions in past roles, and knew that an automated system would be much more efficient.

As part of the evaluation process, Westminster-Canterbury on Chesapeake Bay tested a number of hiring systems, but quickly identified Hyrell as the best-fit solution. “We were impressed that Hyrell offered a dedicated focus on the recruiting and hiring process,” Shepherd remembers. “Other products offered functions that we weren’t necessarily looking for, such as payroll



Industry: Continuing Care Retirement Community

Employees: ≈500

Hiring Needs: A full range of employees, including specialized healthcare positions.

Hiring Challenges: A manual hiring process that was time consuming, and inefficient and didn’t effectively communicate with applicants or hiring managers.

Solution: With the Hyrell hiring solution, Westminster-Canterbury on Chesapeake Bay automated its hiring process, gained new efficiencies, reduced costs, and attracted quality candidates.

management or performance-appraisal tools. But Hyrell clearly focused on hiring, especially job posting and applicant tracking in a single, easy-to-use solution.”

Perhaps most compelling: Hyrell represented a much less expensive alternative to newspaper ads or posting to individual job boards. And with a month-to-month contract, it didn’t require a long-term commitment. “Hyrell gave us a better hiring solution, at a fraction of the cost of what we were spending, and there was no risk,” says Shepherd. “It really was a win-win situation.”

The Right Features to Automate Hiring Processes

After implementing the Hyrell solution, Westminster-Canterbury on Chesapeake Bay has eliminated the challenges related to its manual hiring process and achieved some significant business benefits all at the same time.

Ms. Shepherd reports that the Virtual Interview feature saves time, but also helps Westminster-Canterbury screen for the right candidate. “The Virtual Interview feature makes it so easy to evaluate applicants objectively, and it eliminates the act of trying to compare hand-written notes on individual resumes,” she says.

Now, with Hyrell, all hiring data — everything from job postings, position descriptions, and candidates — is all stored in a central repository and is instantly available to Human Resources, the hiring managers, and supervisors. “It is so effective to quickly check on the status of an applicant and get that information out to anyone requesting it,” says Shepherd. “It is such an improvement.”

While this has helped provide operational efficiency within the organization, Hyrell has also improved communications with applicants. “All applicants are automatically informed of the status of their application,” explains Shepherd. “This has eliminated the phone calls we used to receive and helped save time for all of us. Interviews are now booked using the scheduling function, so there’s no more phone tag between the interviewer and the applicant.”

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Lisa Shepherd
Staff Development and Recruiting,
Westminster-Canterbury
on Chesapeake Bay

The Business Benefits of Hyrell

In turn, all of this has led to many significant business benefits for Westminster-Canterbury. Shepherd reports that by automating their manual hiring approach, they have been able to save time and become much more efficient — and productive. “We don’t spend so much time reviewing paper applications and resumes anymore,” she says.

Westminster-Canterbury on Chesapeake Bay is able to reach many more candidates — and more highly qualified candidates — for their positions. “We’ve found that we’ve been able to reach a larger pool of prospective candidates,” says Shepherd, “We’ve also discovered that the more qualified, tech-savvy applicants actually expect us to have an automated solution, so we’ve actually improved our organization’s reputation in the market with Hyrell.”

All of these benefits have added up where it matters most: the bottom line. “We also saved a significant amount of money compared to what we used to spend on print ads and posting to individual job boards,” says Shepherd. “With Hyrell, we post our job once, and it gets posted to all of the job boards. This has helped us reduce costs and improve our recruiting results — all at the same time.”

When asked to summarize her experience with Hyrell, Shepherd is enthusiastic in her reply.

“We love the Hyrell system! And for the potential benefit to your business, it’s low-risk, high reward, and definitely worth a try.”

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Try Hyrell Today

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About Hyrell

Hyrell is a cloud-based recruiting management solution that lets you easily find, qualify, and hire the best applicants — all to help your business deliver better overall results.

VIDEO OVERVIEW

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