



CASE STUDY

Amris™ helps Cancer Research UK focus on beating cancer

NAME:

Cancer Research UK

INDUSTRY SECTOR:

Charity

Overview

Perhaps more than any other kind of business, Cancer Research UK understands that employees' time and energy should not be wasted on unnecessary administration. When so many of us will have personal experience of cancer, we all rely on the efficient running of organisations trying to beat it.

So when Head of Resourcing Rob Farace and his team recognised that the HR department was drowning under piles of job applications from across the UK and abroad, they sought a radical, comprehensive solution. And found that total solution in Amris™.

Facing the challenge

As the biggest independent cancer research organisation in the world, Cancer Research UK attracts a huge number of job applications - and the numbers are steadily rising.

In recent years, this led to the HR department becoming swamped with paperwork which slowed down all their administrative processes and prevented staff from getting on with more valuable tasks.

Rob Farace is Head of Resourcing at Cancer Research UK. He recognised that the experience of job candidates was vital to the perception of the organisation and that lengthy paper-based interaction was not going to do justice to Cancer Research UK's otherwise dynamic profile in the UK and abroad.

International recruitment also means candidates need access to the company 24/7. It was clear that a major change was required.

Asking for help

Rob Farace began the process informally: "We began by chatting to our contacts,

putting our feelers out. But there's a lot of the same out there. It's hard to differentiate and we were swamped by sales people."

The Internet Corporation was one of the last companies Cancer Research UK spoke to but it soon became apparent they were compatible.

"The price difference was very clear," says Farace. "And in Amris™ they offered a complete solution. We were impressed when we talked to their clients, too. They had excellent references and there was evidently a great deal of trust between customer and provider."

Complications

"Approximately 30% of Cancer Research UK staff use Apple Macs. The wider scientific community and research people in particular use Macs. A third of the jobs we advertise are to that community. This means the people who apply for our jobs include lots of Mac users around the world. They're using five or six different Mac platforms between them, some more obscure than others," says Farace wryly, remembering the added complication this presented.

"Random images sometimes appear differently on different systems for no apparent reason. Consistent, strong branding is vital to us, so all this detail couldn't be ignored. Our image had to be consistent across all platforms."

The Mac/PC issue had other implications too: "A command that made sense to thousands of users might not work for thousands of others. We had to scrutinise everything."

The only solution was exhaustive testing to ensure the Cancer Research UK site worked for everyone who might need to use it. A long, rolling implementation schedule was planned, incorporating two separate 'live' dates - one for the internal job board and another a few months later for the external.

Thinking positive

Farace is honest in his appraisal of the process. There were frustrations along the way but it was all worthwhile. And he is full of praise for the Internet Corporation team.

"When we had concerns, the team got back to us. We got everything sorted in the end."

Feeling better

The Cancer Research UK managers have given good feedback on the online application process, offering a largely positive response to a questionnaire from the HR department. Feedback from candidates also said the experience was good.

“The team feels like it’s moving forward,” says Rob.

There’s no room for complacency, however. Rob and his team have new challenges ahead but believe that the flexibility Amris™ has provided will see them through.

Looking to the future

So what’s next? While the website functions perfectly, Cancer Research UK is more ambitious.

“It’s a great job board,” says Farace, “but we are working with Barkers Advertising and the Internet Corporation to make it more funky and help it come alive.”

There are plans too, to give managers access - at present they still have to phone the HR department to post jobs. Soon they’ll be able to get in touch using the website which will give them greater flexibility to become more efficient too.

And there’s one final challenge. Cancer Research UK runs shops all over the country. At present, all those retail jobs are applied for on paper or via email.

As Rob Farace says, clearly fully recovered and relishing the next challenge: “Our retailers are supportive, and can see the benefits. It will be great when we can bring this under the website umbrella too.”

**For further information
please contact:**

Rob Farace

Head of Resourcing
Cancer Research UK
P.O. Box 123
Lincoln’s Inn Fields
London WC2A 3PX

T: 020 7061 8237

E: Rob.Farace@cancer.org.uk

OR

Mark Kieve

The Internet Corporation Ltd

Challenge House
57/59 Queens Road
Buckhurst Hill
Essex
IG9 5BU

T: +44 (0) 870 011 6747

F: +44 (0) 870 011 6748

E: mark.kieve@int-corp.com