

Rapid Reliable Recruitment

Using Midland Software's Human Resource and Payroll software with QAS' QuickAddress Names enables Birmingham City Council to ensure that recruitment enquiries receive a rapid and accurately directed response.

Birmingham is Britain's second city and in recent years has transformed itself into a vibrant, vivacious metropolis with landmark resources including the Symphony Hall and the National Indoor Arena. The regeneration process is continuing to make the city an attractive prospect for commerce and industry. Birmingham City Council is one of the largest local government organisations in the UK with wide ranging responsibilities.

For example, in 2001 it taught 177,000 pupils in 452 schools, collected 420,000 tonnes of rubbish, maintained 2,389 kilometres of roads, provided 2,583,000 hours of home care and dealt with 1,150,000 enquiries at neighbourhood offices. To do all this it requires a workforce of over 50,000 employees, which places an enormous administrative burden on its Human Resources (HR) Department.



Birmingham's Biggest Employer

Birmingham City Council uses HR and Payroll software, supplied by Midland Software, to successfully meet the needs of payroll and people management. In late 2001 the Council decided to purchase QuickAddress Names, which accesses over 44 million names as they appear on the UK Electoral Register, indexed against the 27 million addresses held on the Royal Mail's Postcode Address File (PAF). By checking against this file, QuickAddress Names returns a full address along with the name of the person(s) living there from as little as a postcode and premise number. Where multiple names exist for a premise, QuickAddress Names displays all of these, and allows users to select the correct one to be appended to the address record.

MIDLAND SOFTWARE "The integration of QuickAddress into Midland Software's products was due to the increasing demand for accurate address information from our customers. QuickAddress was the clear choice for an address management solution; it was extremely easy to integrate and is now an integral part of Midland Software's Human Resources and Payroll systems. We consider this integration as enhancing the functionality of our solution and improving the service we provide to our customers," says Peter Collinson, Midland Software's Customer Service and Product Planning Director.

Rapid Response

Birmingham City Council sees the deployment of QuickAddress providing a major benefit in the recruitment process. In an average month its HR department advertises over 250 vacancies, receiving up to 1,800 applications for the most popular posts. A high proportion of initial responses made over the phone are recorded as voice mail. QuickAddress is fully intergrated with the Midland Software HR system, allowing enquiries to be quickly entered into the HR database and used to produce address labels and personalised letters, enabling application packs to be sent out on the same day they are requested.

First Impressions Count

Stuart Wardlaw, HRIS Change Management Team Leader at Birmingham City Council, points to the impressive benefits as a result of a modest investment in QuickAddress: "Our experience to date of QuickAddress shows a 50% saving in the time taken to record applicant details and this doesn't include the time saved as a result of the reduction in errors. Just as important is the improvement in the quality of the service provided to applicants. Getting the name and address right first time avoids creating a negative first impression and the speed with which we send out application packs encourages candidates to continue with the recruitment procedure."

