

## Greater Manchester Fire & Rescue Service

Greater Manchester Fire & Rescue Service (GMF&RS) needed to bring firefighter recruitment right into the 21st century. They also wanted to shake off the old-fashioned public sector image which held them back from recruiting top level candidates for firefighting. Dealing manually with over 4,000 applications every year was a mammoth task for GMF&RS and they needed to find an automated solution that would not only save time and money, but also allow them to identify the right candidates for the roles.

In order to achieve their goals, GMF&RS appointed WCN Plc and Workcomms to help them develop a new website and a timesaving online application process. The website offers factual advice and for the first time ever it includes a fitness regime for aspiring fire personnel. Candidates can also read up about frontline stories which provide them with 'an insight to life on the frontline', therefore giving them a realistic idea of what the job of a modern firefighter entails.

Candidates applying for a job with GMF&RS use a time saving, environmentally friendly online application form. Essential information is captured enabling GMF&RS to make informed decisions on candidates' suitability within minutes thus allowing for a speedier recruitment process.

Throughout the different stages of the recruitment process, candidates are kept well informed of their progress. There is also an online communication centre where candidates schedule themselves in for assessment activities allowing greater flexibility and reducing the number of candidates who don't attend for assessments.

As a result of taking their recruitment online, in the last recruitment drive, screening tools enabled GMF&RS to rule out over 15% of candidates quickly. This was based entirely on their suitability for the role via a process of elimination through the answers to various questions. This saves substantial time associated with manually reviewing over 4,000 applications.

Candidates have also given positive feedback on their experience using the new website. Over 98% of candidates rate the GMF&RS application system as 'good to excellent'.

GMF&RS' pioneering move in applying e-recruitment to firefighting has meant that they have strengthened their employer brand, improved candidate experience and reduced costs.

Should you wish more details on our WCNFire solution or would like to book a free demonstration, please call 0208 296 5908 or e-mail [sales@wcn.co.uk](mailto:sales@wcn.co.uk).