



CASE STUDY

Infinite Care slash time-to-hire and ad spend with LiveHire

Company Overview

Infinite Care (Infinite) is a residential aged care provider that is truly passionate about providing quality individualised care to their residents. It is a rapidly growing, human centric business with over 2,600 staff working in 17 facilities across New South Wales, South Australia and Queensland.

Challenge

The aged care sector is notoriously competitive in the area of talent attraction. The demand for talent outpaces the candidate pool and employers need to move rapidly in order to hire quality candidates. Prior to implementing LiveHire, talent shortages meant that Infinite were heavily reliant on agency recruiters and job board advertising, which was costly.

Infinite were using spreadsheets and manual processes to manage recruitment which made it challenging to move at the speed required to hire the high volume of staff needed as the business grew.

The average time-to-hire was around 50 days, and the team weren't able to communicate with all applicants which made the candidate experience less than optimal.



We selected LiveHire because it's an industry leading solution that's cost effective, user friendly, agile and scalable.

Rebecca Pacey

Chief People & Transformation Officer, Infinite Care.

Results At A Glance



Time to hire is now 15 days compared to 50 days before using LiveHire



Advertising spend reduced by 66%



43% of their hires are from the Talent Community



3x higher quality candidates from the Talent Community versus job boards



The nature of the manual systems and agency usage meant it wasn't always possible to re-engage with past candidates that were silver medalists. With each new role, a new search began.

Infinite were growing rapidly and it became clear that the business needed to transform their manual, outdated system to a more agile and nimble solution that would allow them to move at the pace needed.

"Infinite Care is a human centric business, a provider that people are proud to work for and we knew if we were able to leverage our brand to build a talent community that would help us to address talent shortages and attract people that want to work with us," said Rebecca Pacey, Chief People & Transformation Officer, Infinite Care.

Solution

Infinite partnered with a consulting firm to review its end-to-end Talent Acquisition function. The solution needed to be sustainable for high growth and innovative due to sector workforce shortages. "We needed to be faster, more streamlined and laser-focused on positioning our brand to attract candidates," said Rebecca.

Infinite selected LiveHire for the Applicant Tracking System, the Open API offered by LiveHire meant they could create a customised tech stack to meet their unique needs. They decided to go with Onboard Express for onboarding and Referroo for reference checking.



LiveHire delivered the project on time and on budget, we were impressed with their eagerness to partner with us for the long term.

Rebecca Pacey

Chief People & Transformation Officer, Infinite Care.

The team is really impressed with the AI suggestions and geo-fencing capabilities in LiveHire, those features really help us to keep our time-to-hire so low.

Katie Le Page,

Talent Acquisition Manager, Infinite Care.

Efficiencies Achieved

The solution has enabled Infinite to digitise the end-to-end recruitment process, creating efficiencies and reducing their reliance on agency recruitment.

They can now capture role capabilities and behaviours from the position descriptions, job briefings and convert them to open vacancies with greater confidence.

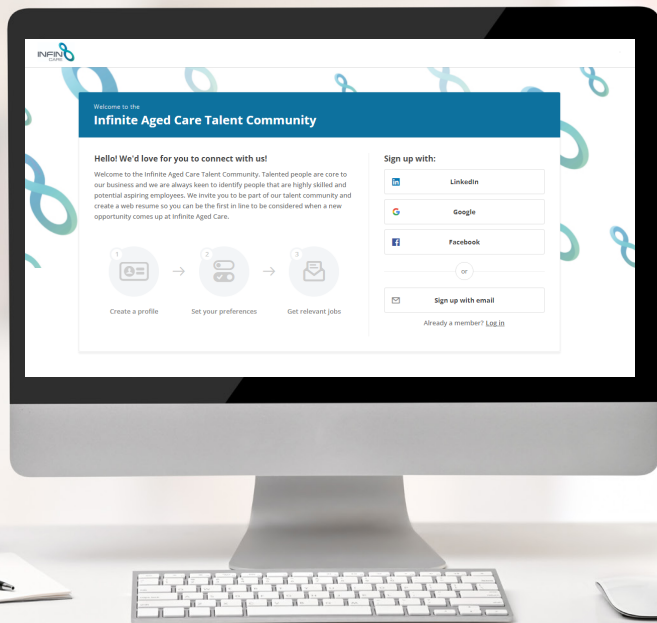
The team likes the ease of use of the candidate card, the streamlined easy to use format allows them to easily view the information they need in one location.

When selecting a solution it was important to Infinite that they be able to process a high volume of candidates and still deliver an exceptional candidate experience.

LiveHire has delivered a powerful solution that allows Infinite to hire at scale while ensuring that every person that moves through the process feels communicated with, engaged and knowing what to expect.

"The average time to hire has been reduced by 70% and we are now able to effortlessly communicate with 100% of candidates," said Rebecca.





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Our ad spend is down also, we have slashed costs by 66% with one job board, because we can hire faster, straight from our talent pools

Katie Le Page,
Talent Acquisition Manager, Infinite Care.

Talent Pools

In just 12 months Infinite has developed a talent community with more than 32,000 candidates, this is an impressive achievement and one they plan to double in the next 12 months.

Everyone that applies for a role at Infinite is added to the talent community. They use tags and talent pools to further segment candidates by skills and location.

In some locations its harder to find candidates than others and Infinite have found the geofencing capabilities within LiveHire to be invaluable.

“When we are recruiting new roles, we take the AI powered system suggestions before we advertise or go to market, that’s how we’ve managed to get our time-to-hire so low” said Katie Le Page, Talent Acquisition Manager, Infinite Care.

Leveraging the power of a talent community has had many benefits for Infinite. Their agency usage has been reduced with only 1% of candidates hired coming from an agency.

“Our ad spend is down also, we have slashed costs by 66% with one job board, because we can hire faster, straight from our talent pools,” said Katie.

Analytics

Infinite has fully embraced LiveHire analytics. They appreciate the ability to slice and dice the data into segments and uncover talent insights.

The analytics underpins their decision making and helps them to monitor engagement, demographics as well as focus on their DEI strategy.

“I have been in TA for a long time, and I think the way the analytics dashboard works is very, very impressive.” said Katie.

Summary

The aged care sector is highly competitive when it comes to talent acquisition. Prior to implementing LiveHire, Infinite faced challenges in sourcing quality candidates at the pace required for their rapid growth.

The strategic adoption of LiveHire has revolutionised talent acquisition and supported their relentless drive for improved candidate care and engagement. They now have the tools they need to hire quality candidates faster, and at a reduced cost.

By leveraging their talent community and AI-powered system suggestions, Infinite have been able to drive efficiency, slash agency usage and reduce ad spend by 66%. LiveHire’s analytics empowers Infinite to make data-driven decisions, monitor engagement, demographics, and maintain their focus on Diversity, Equity, and Inclusion (DEI) strategies.

Infinite has transformed the way they attract, hire and retain staff with an innovative tech stack that not only meets their needs today, but will grow and scale with them as they continue on their growth trajectory.