



CASE STUDY

LiveHire's modern recruitment platform enabled Powerco to revolutionise their approach to candidate engagement & achieve better hiring outcomes.

Company Background

Powerco has New Zealand's largest electricity distribution network. Powerco also has the second largest gas distribution network. It is one of only two dual-energy distributors in New Zealand.

Challenge

Powerco's previous recruitment system was outdated and lacked key features that would enable them to efficiently engage with candidates and accurately report on the effectiveness of their recruitment process. Moreover, the system wasn't intuitive for hiring managers, who often required additional support to complete basic recruitment steps such as inviting candidates to interview. Powerco also wanted its workforce to reflect their diverse customer base with diversity, equity and inclusion being a high priority.

Results At A Glance



64%

response rate from candidates



42%

shortlist to hire ratio from their LiveHire Talent Community. **Nearly 5x more effective than job boards.**



Almost 50%

of hires identify as female. An extraordinary achievement with only 14% of their Talent Community identifying as female

Supporting your community



Solution

Since implementing LiveHire, one of the biggest benefits for Powerco has been enhanced communication with candidates. LiveHire features such as 2-way SMS messaging and configurable message templates have allowed Powerco to create customised (and highly personalised) engagement with candidates. By investing in tailored candidate communications, Powerco has achieved an impressive 64% response rate to their messages – a statistic that would make even the most experienced marketing teams jealous.

By spending a bit more time tailoring their communications, Powerco saved valuable time down the line. This has contributed to a 42% shortlist-to-hire ratio from their Talent Community, as opposed to 9% from job boards. In practice, this means Powerco only needs two shortlisted candidates from their Talent Community to make a successful hire, compared with 10 shortlisted candidates from job boards.

LiveHire's ease-of-use and intuitive design also meant hiring managers found it much easier to engage and onboard talent. As a result, HR has been able to allocate more responsibility to hiring managers, allowing the HR team to focus more effort on critical onboarding tasks.

LiveHire's Talent Community has enabled Powerco to achieve some great diversity, equity and inclusion targets. Although only 14% of its Talent Community identify as female, women constitute 45% of all hires. Powerco is working internally with its Diversity and Inclusion Specialist to further utilise LiveHire features to gain even greater diversity results.



LiveHire's ease of communication has meant that our hiring managers are better equipped to communicate directly with candidates – resulting in better quality of hires and great response rates from candidates.

– **Emma Todd**
Sourcing & Analytics Specialist at Powerco



Since implementing LiveHire, we finally have a technology platform that helps us bring our EVP to life and deliver an exceptional experience for our candidates and hiring managers.

– **Chris Neal**
Sourcing & Analytics Specialist
at Powerco

