HAYS Recruiting experts worldwide

Scaling Digital Touchpoints

Hays adopts a platforming strategy to deliver 75 websites in 31 countries, focused on industry beating digital experience, service scalability and cost effective delivery.

Summary

Hays is the leading global specialist recruitment group, operating in 33 countries with a net fee income in 2019 of more than £1 billion. Hays is unique in the world of specialist recruitment due to the scale, balance, and diversity of its business model. It needs technology that can deliver quickly, scale with the growth in its business, and provide a fresh, flexible digital experience for its customers.

https://www.haysplc.com

In Brief

INDUSTRY:
Recruitment

USE CASE:
Multiple customer websites across numerous regions

KEY FEATURES:
Experience standardisation, personalisation and segmentation, CMS, workflow, site templates, content targeting.

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We need more than a strong CMS. We need a platform that will really let us build our customer touchpoints exactly as we want while giving us the framework to deliver on our digital business goals. This is much more than multiple website replacements, this is a root and branch review of how we do CX.

Steve Weston, Chief Information Officer, Hays PLC

Challenges

- Time-to-market
- Fresh, flexible, consistent front-end
- Multilingual capabilities
- Scale

Results

TIME TO MARKET
Fully implemented in two phases, 75 sites in 31 countries over 12/18 months

OOTB SUCCESS
Successful delivery of primary business goals through OOTB capability

REDUCED RELIANCE ON IT
Marketing teams use OOTB tools for creating forms and designing the user journey.

PLATFORM FOR THE BUSINESS
Providing the foundation for future digital business plans, ongoing delivery of value.

Liferay
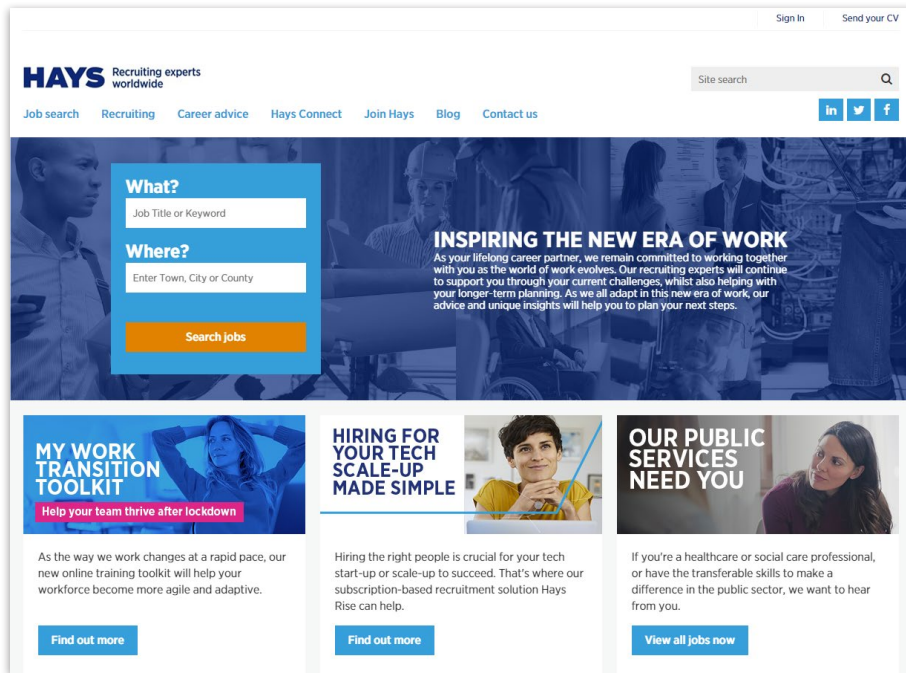
World Leader in Recruitment

With a candidate being placed every minute, Hays, a world leader in recruitment, is in a highly competitive market. From graduates to CEOs, small businesses to multinationals, Hays interviews over 1 million candidates each year. Almost all of these interactions begin with the Hays web presence. Getting the foundations right is absolutely business critical.

Planning for the Future

Hays wants more than a multi-site, multi-lingual, CMS-driven web presence. This is a core part of its digital strategy.

Embracing Open Source trends, it is keen to leverage its in-house knowledge to build a true development platform that would scale and evolve with it.

Why Liferay adds value

Hays engineers are able to concentrate on business logic utilising Liferay's developer tooling to reduce boiler-plate tasks. Business and Marketing teams can decrease their reliance on IT, using business led tools for creating forms and simpler user journey. This significantly reduces time-to-market.

Liferay's open source foundations empowers the team at Hays to adopt a true platforming strategy. Liferay's extensibility and freedom enables the team to rapidly deliver templated websites that can be quickly rolled out across territories.

Liferay has sophisticated search, multilingual capabilities and authentication tools with OOTB site templates. Compared to other products like Sitecore or Adobe, Liferay is not just more cost effective; not being tied to a proprietary platform gives the team the freedom to pursue a best in breed strategy.

Every Milestone Achieved

With a target of delivering the bulk of the project in 12 months, the Hays team attribute their success to a clear vision and plan from the outset. Early stage weekly check-ins with Liferay's technical team ensured guidance and support when needed.

This partnership sees a successful team delivering tangible value for the business and having a real effect on the ease of interaction with customers.

For more information, contact sales@liferay.com.