



B B C

# Giving technology the human touch

The BBC is the world's leading public service broadcaster. Its mission is to enrich people's lives with programmes that inform, educate and entertain.

In an organisation with hundreds of different departments, it was crucial that the BBC had an Applicant Tracking System that increased their efficiency, making life easier for the hiring teams.

- The BBC World Service broadcasts to the world on radio, TV and online
- 35,000 staff provide news and information in 27 languages across the globe

[tribepad.com](http://tribepad.com)

 **TribePad**

reaching talent through tech

### The challenge

The BBC is constantly evolving. Occasional organisational change meant some staff were at risk of redundancy. The BBC needed a way of implementing redeployment effectively and fairly, meeting their compliance requirements.

The BBC are also a leader in minimising unconscious bias (bias against race, sex and age etc) during the recruitment process. TribePad was engaged by the BBC in 2013 to deliver a software platform that would meet these objectives.

TribePad ATS helps recruiters stay in control of job ads, applications, and candidates. Despite managing such a large number of applications, the BBC can ensure their hiring process never loses that human touch.

### Our solution

#### A solid working relationship

The collaborative partnership between the BBC and TribePad has resulted in several innovations which address the BBC's challenges. Being open to development ideas and with plenty of quality training, the BBC recruitment team has been able to hit the ground running.

#### Anonymised applications

Developing an anonymised application process has allowed the BBC to reduce unconscious bias, processing candidates based purely on their skills, experience and qualifications; a feature that contributed to TribePad taking home the Innovation title at the Digital Entrepreneur Awards.

#### Groups and communities

Implementing the Groups and Communities features meant the BBC recruitment team can keep employees informed throughout redeployment with news, updates and vacancies.

“TribePad’s close relationship with the BBC has meant that the team was able to take on crucial feedback. The system that has gone from strength to strength and seen amazing development of its features in a really short period of time.”

#### Dashboard overview

The dashboard allows BBC recruiters to easily see an overview of all job ads, applications, and candidates, with the ability to quickly drill down.

#### Job alerts and progress updates

Allowing candidates to sign up for BBC job alerts and auto-sending application progress updates improves candidate experience.



Chris Bussell,  
TribePad's Account  
Manager for The BBC

To read our full client testimonial or see more case studies visit: [tribepad.com/case-studies](https://tribepad.com/case-studies)