

In 2017, Midland Renewables, Heating & Plumbing and Kerrigan Mechanical created a HR function within the company due to ongoing growth and demand. However, as a newly created function, the incoming HR Manager had to implement various recruitment & HR processes. There was a need to improve recruitment to attract the quality candidates needed. Occupop allowed the HR manager to easily manage the recruitment cycle and ensured the whole process was GDPR compliant.



50%  
reduction in  
time-to-hire  
&  
91% of  
recruitment  
costs saved.

## About Midland Heating & Kerrigan Mechanical

Established 21 years ago, Midland Renewables, Heating & Plumbing specialise in the supply & installation of plumbing, heating & renewable energy products to the domestic market. Due to business success a commercial division, Kerrigan Mechanical, was established in 2015. The business is proudly built on quality service and reliability with a diverse and talented workforce who have vast and wide ranging experience. Both businesses are nationwide, working on projects of varying sizes with a staff count currently at 44 permanent, and 145 contract positions.

### Industry

Heating, Maintenance & Mechanical

### Location

Republic of Ireland

### No. Employees

201-500

### Favourite Features

Multiple job site posting, Real-time reporting, Team collaboration

## The Challenge

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Danielle Dalton, HR Manager, came into a newly created position with HR previously managed by the companies managing director. As she reflects “there were no structures or processes in place for recruitment or HR. I had to create a system to manage internal HR requirements like employment contracts, but recruitment was taking up all of my time.”

Given the nature of their business, Midland Heating & Kerrigan Mechanical require staff with wide-ranging experience in various locations. A variety of channels including job boards and print were used to recruit but there was no consistency and costly. Danielle states, “job boards brought in managerial positions but lower positions weren’t being filled and the quality was very mixed.” Danielle had to turn to agencies to fill positions, “agencies can work out extremely expensive but we had no alternatives, I was spending the majority of the HR budget on recruitment alone”, Danielle says.

An added challenge for Danielle was the introduction of GDPR. As she says, “GDPR was introduced but with no prior processes in place, I was unable to ensure compliance without a system to assist”,

## The Solution

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Midland Heating & Kerrigan Mechanical instantly saw the benefit using Occupop, filling a position within the 2 week trial. Danielle attributes this to the access to multiple channels when advertising and the improved quality of candidates.

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I was reluctant to move to a new platform and move away from a big job board but the 2 week free trial opened my eyes, I filled a role in that time.

*Danielle Dalton  
HR Manager  
Midland Heating & Kerrigan  
Mechanical*

“Irrespective of the job, the calibre of candidates is so much higher because of the different channels Occupop posts to. Jobs have huge visibility and reach, where other companies might be missing out by only posting to certain channels”, Danielle says.

Occupop's applicant questions allowed Danielle to shortlist and screen candidates in a much shorter time-frame. “I set questions such as; ability to drive and number of year’s experience, allowing me to immediately filter out and review the top applicants first”, Danielle says.

Streamlining recruitment was easily achieved using Occupop's automation features such as interview scheduling and customised emails. These features enabled Danielle to create an efficient, GDPR compliant process. As Danielle states, “the platform was created with ease of use, compliance and efficiency in mind. It was seamlessly set up and managed every aspect of recruitment. This meant I could focus on the internal HR aspects I couldn't previously”.

## The Benefits

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For Midland Heating & Kerrigan Mechanical, cost savings have been their biggest benefit. Since taking on the platform they have removed premium job boards, print advertising and agencies as recruitment channels. Further to this, their time-to-hire has been reduced by half. "Hiring turnaround time has been reduced from 4 weeks to 2 weeks. This is because of the channels we now use and the easy management once they enter the recruitment process", Danielle says.

Danielle has also seen the advantage of automation & A.I. to improve candidate experience and creating a talent pool for future positions. As she states, "with easy to fill application forms, automatic replies to applicants and customised emails, the candidate experience is much more positive and has helped our brand greatly. With our improved brand and candidate experience, candidates are much more likely to apply for repeat positions and we have no reservations reaching out."

Danielle finishes by highlighting the benefit of using a user-friendly platform, "I no longer have to worry about the recruitment element of my job as the platform is easy to use, smart and does the heavy lifting during recruitment for you", she says. "I can push out my jobs, receive the best quality candidates, bring them through a completely GDPR compliant process, at a fraction of the cost to how we use to hire".

## Want hiring success like Midland Heating & Kerrigan Mechanical?

We simplify difficult & time-consuming tasks so you can focus on finding the right person. why not contact us today to discuss how we can help you hire smarter.

[Book A Demo](#)

## The Results

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- Recruitment costs reduced by 91%
- 50% reduction in time-to-hire
- Reduced recruitment admin by 65%
- Removal of premium jobs boards, print advertising & agencies

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*You feel the pressure in HR when you're not able to fill positions but using a platform like Occupop can help you do your job effectively.*

**Danielle Dalton**  
HR Manager  
Midland Heating & Kerrigan  
Mechanical