

Bayside Group transforms digitally to win top talent

DocuSign's eSignature platform supports streamlined experience for candidates and clients

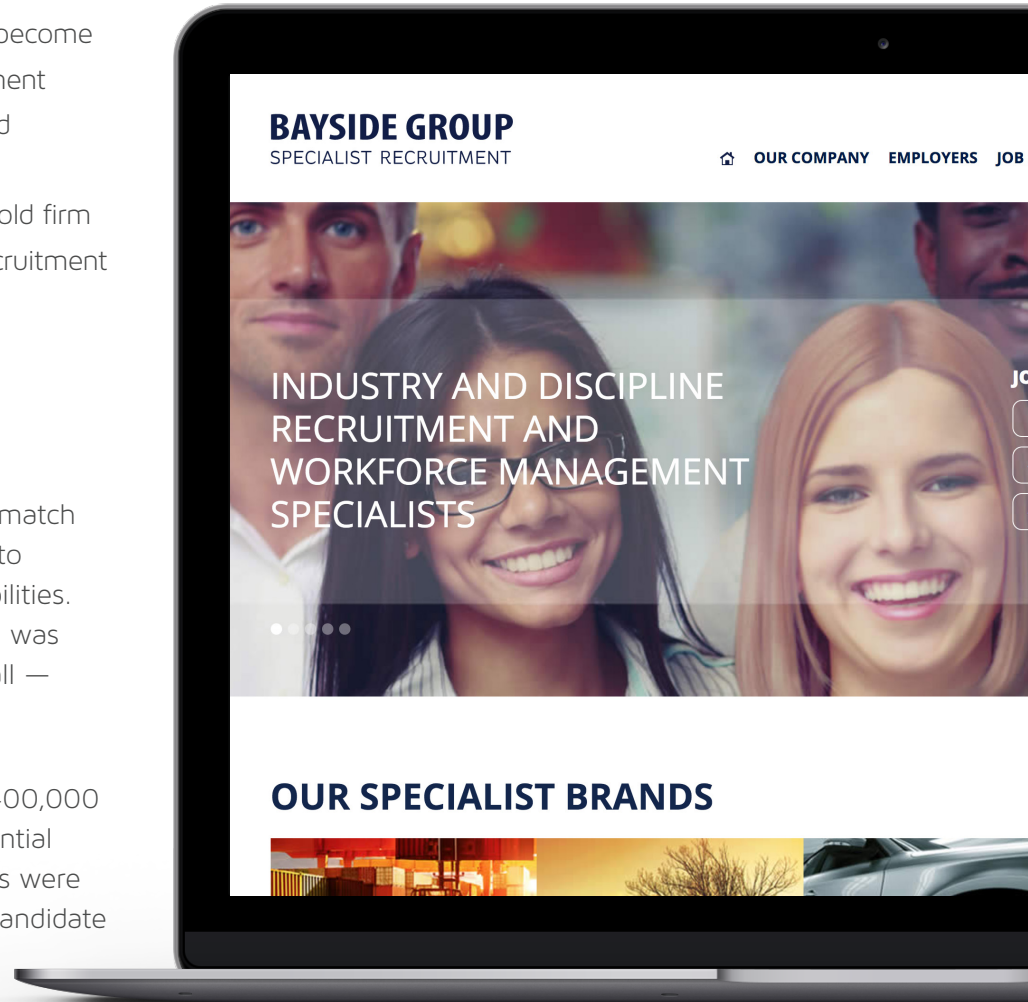
Company's Top Objective

From its modest beginnings in a backyard bungalow, Bayside Group has evolved to become one of Australia's most respected recruitment firms. It's specialist knowledge and tailored solutions to market shifts have resulted in decades-long success. Now, the 40-year old firm is transforming digitally to improve the recruitment experience for candidates and clients.

Business Challenge

Bayside Group provides recruitment and workforce services to highly specialised industries, from automotive to wine. To match candidates with the right roles, it needs to understand their diverse skills and capabilities. Capturing this information, until recently, was a paper and time-intensive process for all — recruiters, candidates and clients.

The creation of a bespoke database of 400,000 candidates made it easier to match potential candidates with new roles. Still, recruiters were spending too much time verifying new candidate



Results achieved:

- ✓ Reduced admin for candidates, clients and recruiters
- ✓ 20-minute time savings for each candidate on-boarded
- ✓ Recruiters freed up to work on more strategic tasks
- ✓ Bayside Group can move faster to capture top talent

details and finalising client contracts. And as forms went back and forth for signature, Bayside Group risked missing out on opportunities.

Digital verification offered a faster way to on-board new candidates — before they were enticed to go somewhere else.

The Resolution

Needing a secure and easy way to collect eSignatures, Bayside Group chose DocuSign. DocuSign’s simple and powerful API interfaced seamlessly with the recruitment firm’s database, supporting an end-to-end digital verification process.

The Key Benefits

Candidates no longer need to take time out to print and sign forms or rush to the post office to send them back. Instead, they can instantly verify their details online. It’s fast and effortless and fully compliant with information more accurate than ever.

The process has also improved satisfaction for Bayside Group’s recruiters. Freed up from manual paper-based tasks they can focus on those that are more strategic. This includes more enjoyable and rewarding activities like spending time with clients and candidates.



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– **Stacey Chatto**, Quality & Compliance Manager



Stacey Chatto, Quality & Compliance Manager, at Bayside Group said that everyone involved in the recruitment process benefited from the digital verification. “With DocuSign we can on-board candidates quickly and reduce their chance of being snapped up elsewhere. It helps ensure we capture the top talent and can take that to our clients.”

Clients also enjoy the convenience of digitally executing their own contracts with Bayside Group.

As Bayside Group continues its digital transformation it’s using the DocuSign API to drive even greater value from its growing database of candidates. It also plans to use DocuSign to streamline internal onboarding. It’s enthusiastic about what it can achieve with DocuSign providing local technical support along the way.



About DocuSign

DocuSign is changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life moving forward.

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