

## CASE STUDY

### Enhancing HR Now's Digital Presence and Service Offering



#### Overview

**Client:** HR Now

**Industry:** Human Resources & Recruitment

**Location:** Jersey and the Channel Islands

**Duration:** 4 weeks

#### Background

HR Now, founded by Becky Hill, has been a leading provider of HR support and advice services across Jersey and the Channel Islands for over 15 years. The company serves a diverse range of clients, from small start-ups to large international corporations, across all sectors. HR Now offers the comprehensive A-Z of HR services, including administration, acquisition support, contracts, compensation reviews, management information, mediation, payroll, and performance management. Their friendly, focused, and highly skilled team has years of industry experience at all levels, from the back office to the boardroom. Whilst HR Now has a strong history of excellence in HR consulting, their commitment to delivering exceptional results has led them to broaden their expertise to encompass all areas of recruitment across financial and professional services.

#### Challenge

Becky Hill recognised the need to enhance HR Now's product and service offerings after discussions with key clients. She identified a gap in the recruitment services that could help clients find the right talent to meet their specific needs. To address this, Becky, along with her colleague Geraldine Sanders, who has extensive experience in recruitment, developed a strategy to expand HR Now's business model to include recruitment services. This new direction is aimed at providing a more holistic HR solution, encompassing both traditional HR support and specialised recruitment services, known as HR4HR.

#### Solution

HR Now, approached CorefocusX to improve their legacy website, which was managed using UMBRACO, and to establish a new business arm focused on recruitment. The goal was to create a dedicated section of the website to attract candidates and match them with available roles within HR Now's client base.



CorefocusX - Anley House, Anley Street, St Helier, Jersey. JE2 3EQ



01534 780183



[www.corefocusx.com](http://www.corefocusx.com)



[info@corefocusx.com](mailto:info@corefocusx.com)

## COREFOCUSX TEAM

The CorefocusX team led Solution Architect and .NET Specialist, Deon Van Vuuren worked closely with HR Now to understand their requirements and deliver a solution that would enhance their digital presence and service offering.

The project involved:

- **Website Improvement:**

Upgrading the legacy website to improve user experience, functionality, and overall aesthetics. This included optimizing the site for mobile devices which are increasingly being used to search for suitable roles, ensuring faster load times, and enhancing navigation to make it easier for users to find relevant information.

- **Recruitment Area:**

Developing a new section of the website specifically designed to attract and manage candidates for various roles. This portal included features such as job listings, application tracking, and candidate management tools, making it easier for HR Now to handle recruitment processes quickly and efficiently.

## Execution

From the initial meeting to the final execution, the project was completed within four weeks. The new recruitment portal was integrated seamlessly into the existing website, providing a user-friendly interface for both candidates and HR4HR's clients. The CorefocusX team ensured that the portal was intuitive and easy to use, improving overall user experience and now with clear instructions and support available for users at every step.

## Results

The revamped website and new recruitment portal have now enabled HR Now and HR4HR to expand their services significantly. This full-service agency approach has proven to be particularly beneficial, allowing HR Now to grow their client base and offer a wider range of HR solutions. The HR4HR has have been well-received by clients, who appreciate the convenience of having a trusted partner handle both their HR and recruitment needs. The seasoned recruitment experts at HR Now are now ready to assist in areas such as Trust, Funds, Compliance, Operations, Accounting, Marketing, HR, Secretarial, and more. Data shows the website is attracting more candidates.

## Conclusion

The collaboration between HR Now and CorefocusX resulted in a successful enhancement of HR Now's digital presence and service offerings. The project not only met the immediate needs of HR Now but also positioned them for future growth and success in the HR industry. By leveraging the expertise of CorefocusX, HR Now was able to innovate and expand their business model, providing even greater value to their clients. This case study highlights the importance of continuous improvement and adaptation in the ever-evolving field of human resources.



CorefocusX - Anley House, Anley Street,  
St Helier, Jersey. JE2 3EQ



01534 780183



[www.corefocusx.com](http://www.corefocusx.com)



[info@corefocusx.com](mailto:info@corefocusx.com)

**COREFOCUSX**