

Case Study: Digitising Candidate Registration for Gi Group

Executive Summary

Gi Group transformed its UK candidate registration process by implementing 360 Forms, replacing paper forms with mobile-friendly digital workflows that improved efficiency, compliance, and CRM integration across all branches.

About Gi Group

Gi Group is one of the world's leading companies providing services for the development of the labour market. In the UK, Gi Group operates across numerous branches and on-site customer locations, delivering recruitment and workforce management solutions to businesses nationwide.

Gi Group in the UK primarily recruits for roles in the industrial, logistics, driving, and manufacturing sectors.

The Challenge

Gi Group faced an operational challenge common across many organisations engaged in recruitment: the manual, paper-based process of registering candidates for job vacancies. This approach not only slowed down the onboarding process but also posed risks to data accuracy, compliance, and efficiency, especially across multiple branches and on-site client locations. The need was clear. Digitise and streamline the registration process to improve visibility, accuracy, and speed.

The Solution: Candidate Registration with 360 Forms

Gi Group partnered with 360 Systems to implement 360 Forms, transforming their paper-heavy registration into a fully digital experience.

The new process enables consultants at Gi Group branches to initiate candidate registration by sending a secure online form via email or QR code. Candidates can then complete the forms using their mobile phone, tablet, or computer, at their convenience.

Each form is tailored based on the type of vacancy and includes sections for capturing:

- Contact information
- Right to work documentation
- Work history
- Availability

In addition to capturing the information directly from candidates, 360 Forms adds relevant questionnaires with automatically generated, signed PDF documents, depending on the role applied for. These include:

- Understanding of Terms
- Key Information Document
- Terms of Engagement
- Driving Declaration
- Drug & Alcohol Testing Consent
- Food Safety & Health Acknowledgements
- Security Check Consent

Customer-specific compliance forms were also digitised, such as those required for roles in postal services or meter reading, and optional Equality, Diversity & Inclusion (EDI) forms.

Completed forms are automatically integrated into Gi Group's CRM systems, including Access CRM, ensuring candidate information flows seamlessly into the next stages of the recruitment process.

Results

50,000+ online forms submitted in the first year

Enhanced visibility of candidate registration across all branches

Improved data accuracy and compliance through structured digital input

Automated CRM updates, reducing manual data entry and errors

Conclusion

By adopting 360 Forms, Gi Group successfully digitised and modernised its candidate registration process. The result is a faster, more compliant, and user-friendly experience for both candidates and consultants, driving operational efficiency across the organisation.