

## Case Study

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**Jez Lowe**  
Senior HR Officer



AUTOMATED PROCESS



VIDEO MANAGEMENT



ENGAGING ADVERTS

## PARKINSON'S<sup>UK</sup>

Parkinson's is a UK based charity working with people affected by Parkinson's disease. With nationwide teams, Parkinson's delivers guidance, help and support to families and communities about living with Parkinsons.



Pimlico, London



250+ employees



Charity



## CHALLENGES

From the start a large challenge for Parkinson's was the need to move quickly. They were also seeking solutions to:

1

Have a fully automated process, from application to hire

3

Having flexibility to manage videos within their adverts

2

A process which is audited and in one place

4

Have ability to produce engaging and informative advert templates

## SOLUTION

With a new design development in the pipeline, we worked with Parkinson's to quickly and efficiently turnaround their bespoke built ATS. This ensured they had a seamless transition from their previous platform and also integrated with their existing Cascade HR Software.

Our newly designed advert suite offers a high level of functionality that not only allows clients to include videos in their adverts, but also additional sections such as Google Maps, image carousels, 'meet the team' sections and more. This enabled Parkinson's to shape highly engaging and interactive adverts that clearly demonstrate key points and benefits. This works especially well for Parkinson's to showcase their brand values.

The entire process from start to finish has been seamless with Parkinson's. With limited down time and new extensive functionality, networkx have partnered with Parkinson's to successfully progress with their aim to become more "digitally competent" and keep up to date with competitors, offering the best candidate experience possible.



“ Year on year the charity has been moving to become more digitally competent and diverse and we needed a solution to grow with our new needs. networkx's solution offered an impressive array of functionality from video interviewing to authorisation processes. The integration with Cascade further enables us to connect our employee life cycle from end-to-end removing a large proportion of data administration from the process.

We set ourselves a very ambitious time frame of just around six weeks. We were extremely impressed and grateful for how the team at networkx were able to fit key dates and milestones around our tight schedule. This really set a benchmark for how well the project would run. The implementation process was seamless and the support we received from our project manager was second to none. It made the whole process painless.

Our Project Manager was a real expert in their field, easy to work with and understanding of our needs and demands was so refreshing. They not only had inside out knowledge of the system itself, but a real grasp on the recruitment process as a whole and the skill and know-how to guide us in the right direction. ”

**Jez Lowe, Senior HR Officer**  
Parkinson's UK