

## case study

### Scottish & Newcastle Pub Enterprises

#### Application Development, Technical Support

[www.pub-enterprises.co.uk](http://www.pub-enterprises.co.uk)



#### Project Overview

Outsourced Development Project to build a franchisee recruitment system available on the web for use by sales managers, call centre staff and pub franchise applicants.

#### Background

Scottish & Newcastle Pub Enterprises franchise over thousands of pubs to independent pub operators throughout the UK. As they acquire additional properties, high caliber franchisees must be found to operate any vacant pubs. Traditionally the most effective means of recruitment was initiated from "To Let" boards outside the pub which attracted the interest of local entrepreneurs. The web presented an opportunity to advertise available franchises outside the locality and introduce the commercial opportunities of running a pub to a new audience. It also enabled the sharing of information and the recruitment process between sales managers and central call centre staff.

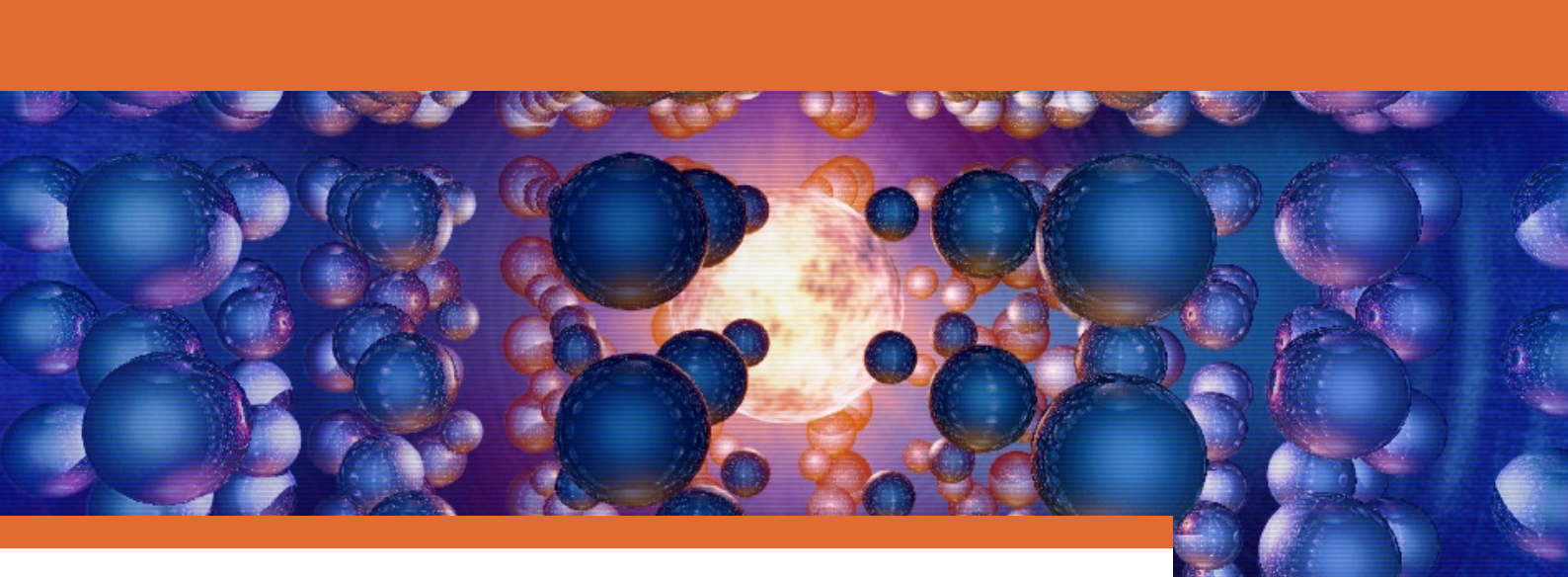


*"They are extremely efficient and totally trustworthy with good technical skills backed-up by strong customer service management."*

People Development Director

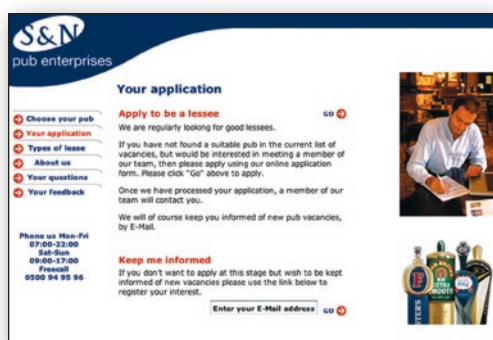
*"They got to know our business really well, so when there was a technical skills gap we would naturally turn to them. Their project management skills are superb too."*

IT Manager



## The Solution

360 Systems built the solution around the core recruitment process, enabling key users of the system to initiate the hunt for the ideal operator for each pub. Scottish & Newcastle control the content of the site themselves, uploading photographs and details of new properties as they become available. With easy to use workflow and the ability to have remote access to the system, the web site content is fed directly from the recruitment system, so it is always up to date.



It was important to keep the site quick & easy to use, encouraging entrepreneurs to apply for a pub. Having applied for a pub, the best candidates are interviewed and notified of any appropriate alternatives as they come to market. The system manages the franchisee recruitment process through from start to getting the keys for the new pub.

## Result

There is strong competition in this industry but the Scottish & Newcastle web solution is by far the easiest, cleanest system available. This is borne out by the average time it takes to let a pub having been reduced by 40% and over 50% of new franchisees have come through the web site.

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