

Case Study



Cleared for Recruitment: How Duncan Aviation Reached Their Hiring Altitude and Navigated to Team Success.



Introduction

Duncan Aviation's journey began as a family-owned and operated business, a tradition that has persisted for over six decades. Today, it proudly ranks as the largest privately owned business jet service provider in the world.

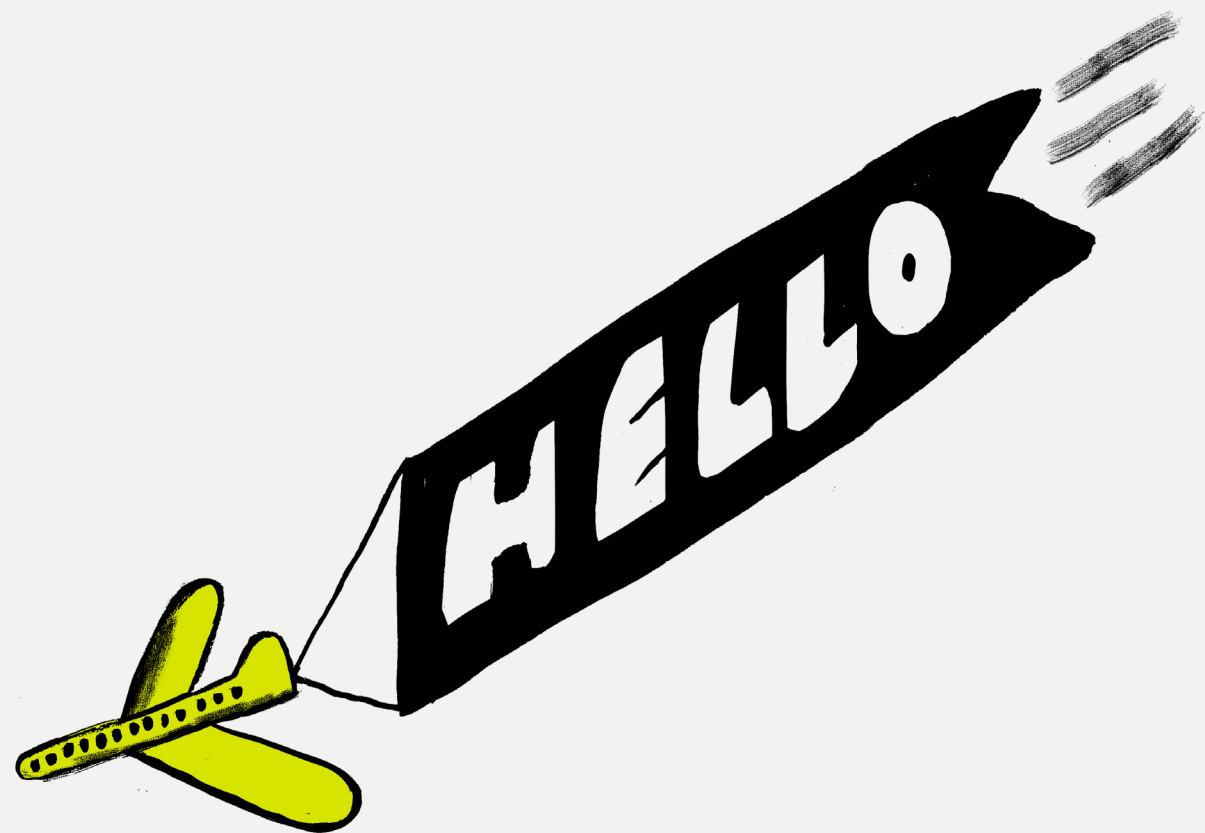
The Duncan Aviation team takes immense pride in their work, their dedication to serving customers, and their strong ties to their local communities. However, their greatest source of pride is the dedication and expertise exhibited by their employees, who consistently deliver excellence day after day.

In today's hyper-competitive hiring landscape, Duncan Aviation understands the critical role played by their Talent Acquisition team. Equipping this team with best-in-class tools is essential to secure top-tier talent.

Flight plan for success

In the aviation world, creating a flight plan is a lot like starting a journey—you need to have a clear starting point and a final destination. When the Duncan team began their search for a new recruitment platform, they collaborated to identify what wasn't working, set their sights on what they wanted, and then charted the course to reach their destination.

Four goals, in particular, were identified:



01

An agile platform

A future-ready, comprehensive HR Technology platform flexible enough to adapt to Duncan's evolving needs.

02

Elevating the experience

The team sought a method to engage with candidates more effectively without increasing the recruiters' existing workloads.

03

Intelligent automation

With efficiency in mind, the team sought a system offering advanced automation solutions to enhance the user experience for recruiters and hiring managers.

04

A GR8 partner

Identify a strategic partner who prioritized long-term success and delivering exceptional customer care.



An agile platform

The talent acquisition team at Duncan was well-versed in using recruiting technology, and recognized their previous tools did not support their goals. They had specific features, functionality, and the future in mind as they compiled a list of vendors to consider.

The selection process

Their selection process was thorough and included research, an RFP, and product demos. Going into this process already knowing what was important to them mattered, and with The Everyone Platform™ they have:

- A platform that can change with them as they evolve, scale as they grow, and support their requirements for today and tomorrow.
- A platform that is comprehensive enough to address their unique requirements, yet still user-friendly for their team to manage.
- A platform capable of supporting their workflows, partners, and integrations.
- A solution with features and functionality they did not previously have, including text recruiting, enhanced automation, configurable roles-based permissions, and custom workflows.

Review & selection process—by the numbers

- **25** companies identified & researched
- **15** companies invited to RFP
- **7** companies invited to demo
- **1** GR8 platform selected



Elevating the
experience

Duncan Aviation recognizes that a strong candidate experience is paramount to attracting top talent to their organization. Not only does this make an organization more appealing to high-quality candidates and contribute to a strong employer brand, but it also helps candidates to feel valued, respected and connected.

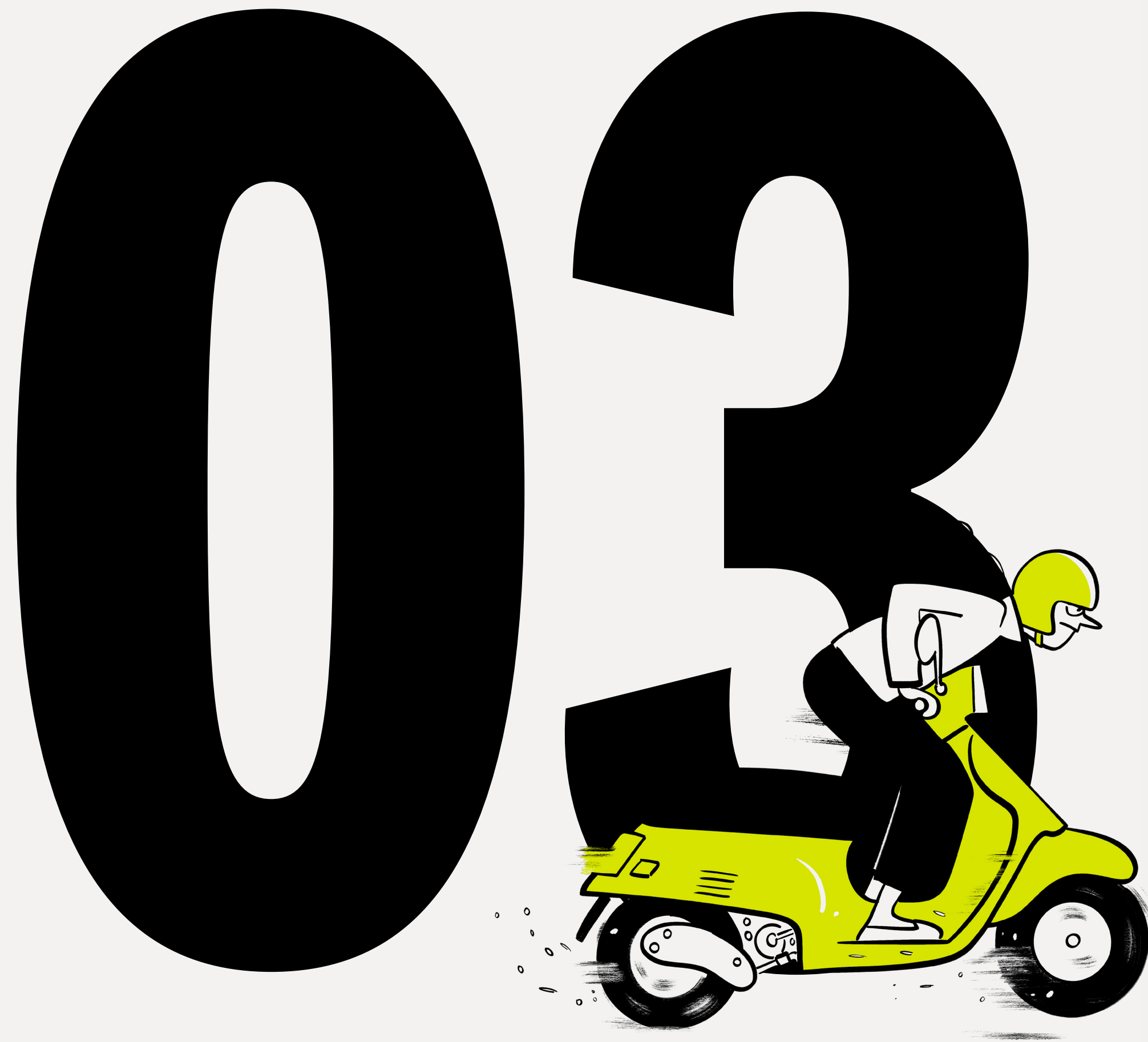
Improving engagement

Engaging with candidates early and often is essential when recruiting top talent. With this in mind, the team knew there were several opportunities for improved engagement with The Everyone Platform™:

- The ability to leverage SMS/text for recruiter/candidate and workflow-based messaging allows them to communicate with job seekers based on their preferred method.
- The recruiting team at Duncan is very mobile, traveling often for recruiting events. They needed to streamline the process for both recruiters and candidates. With GR8 People, they now have a system in place that includes campaigns for promoting events, event landing pages, configurable registration forms, pre-screening, and scheduling, along with a series of automated emails.
- Utilizing automated campaigns in Talent Pools streamlines the process of assessing candidate interest and qualifications and qualified leads can self-schedule a phone call with a recruiter to gain insight into available positions.

“The event management in GR8 People has been a great tool for us. It’s super easy to navigate and create campaigns. It’s allowed us to provide accurate data on the attendance and flow through of candidates that we’re engaging with from these different events.”

-David Sturdy, Duncan Aviation



Intelligent automation

The Duncan Aviation team is continually striving for operational excellence—from the productivity of its people to the efficiency of its systems and processes—and Talent Acquisition is no different.

Automation in action

The TA team was determined to find a platform equipped with intelligent automation and a comprehensive, yet configurable, workflow engine—with the goal of minimizing manual tasks and streamlining hiring operations.

Since implementing GR8 People, Duncan has been able to tap into automation and refine their workflows resulting in significant improvements in their process:

- The team is leveraging automated journeys to nurture and engage with the leads in their Talent Pools. A rules engine ensures leads receive the right message at the right time.
- Workflow-driven communications keep recruiters, hiring managers, and candidates informed throughout the hiring process and have been instrumental in keeping everyone on track.
- To maintain the momentum of the recruitment journey, automated alerts are sent to hiring managers in cases where a candidate's status remains unchanged for a specified duration.
- Having a visual representation of the process makes managing workflows significantly more straightforward. This visualization aids in identifying areas where activities can be streamlined or eliminated.

"The system is providing us with more touch points and visibility into where our bottlenecks were, and we've been able to use workflow and automation to make improvements."

-David Sturdy, Duncan Aviation



A GR8 partner

Duncan recognized that they needed to select an HR Technology vendor who would be a true partner, capable of adapting to the changing needs of their organization and supporting their growth.

A perfect match

Given their past experience, the team wanted to make sure they selected not only the right technology, but also the right team.

With GR8 People, Duncan found a partner who is committed to their success today, tomorrow and beyond:

- In the course of the sales process, GR8 People stood out by offering Duncan the opportunity to meet with executives and key stakeholders. It was impactful for the Duncan team to see the level of support offered by GR8 People's leadership.
- Through bi-weekly calls and lots of hands-on support, the Duncan and GR8 People implementation teams collaborated closely to achieve their goals within a rigorous and accelerated timeframe.
- Faced with challenges in retrieving their data from their previous vendor, GR8 People worked with Duncan to generate the necessary reports—essentially completing the data migration themselves.
- A staggered go-live strategy gave the HR & Onboarding teams the opportunity to acclimate to the system and start processing hires with the hiring managers joining shortly thereafter.

"Companies are looking for a true partnership and that comes from a commitment to customers, deep domain expertise, and dedicated support. This criteria came to light over the past year as companies adapted to change and needed providers that would be willing to work with them through a time of tremendous transformation."

-Aptitude Research 2023 Talent Acquisition Technology Buyer's Guide

**“I 100% recommend GR8 People.
From implementation through go-live, the
team’s incredible support and responsiveness
have made a night-and-day difference
compared to our previous vendor. GR8
People’s overall creativity and unwavering
effort have ensured that everything works
precisely as intended.”**

-David Sturdy, Duncan Aviation

Reflecting on the journey

The selection and implementation of The Everyone Platform™ have propelled Duncan Aviation to new heights within the aviation industry. This partnership underscores the significance of collaboration, innovation, and long-term commitment.

With a focus on operational excellence, Duncan Aviation is poised to continue its journey as a leader in the aviation sector, with GR8 People as its trusted wingman on this remarkable flight toward the future.



Lessons learned from Duncan Aviation

- 1. Make sure you understand why you are making a change.** It's important that everyone understands the pain points and why you are making the move from one system to another.
- 2. Engage users from various groups to be involved.** Colleagues from different user groups, i.e., Hiring Managers, employees, not only bring a different viewpoint to the table, but also ask different questions—and it helps with adoption later in the process.
- 3. Meet with executives from the vendor.** At the end of the day, we are looking to make a significant investment in a new platform—make sure you are comfortable with the level of commitment you receive from their leadership.
- 4. Hands-on time in a sandbox.** Just like buying a new car, make sure you can give it a test-drive. The Duncan team found it beneficial to spend time in a sandbox using the system.
- 5. Notify candidates who are in process.** Reach out to candidates who are currently engaged in the hiring process on your jobs. Let them know that you are implementing a new system and how it will affect them.
- 6. Integration parties.** If there are any integrations for the new platform, start conversations with all involved parties as soon as possible.

Ready to see for yourself?

[Request demo](#)

Request a demo to see The Everyone Platform™ in action – and find out how it can help you do your job better and faster.

Only GR8 People accelerates the flow of recruiting, because we've built the most powerful workflow in the market.

