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hier

THE SMARTER WAY TO RECRUIT, ONBOARD AND MANAGE YOUR PEOPLE.

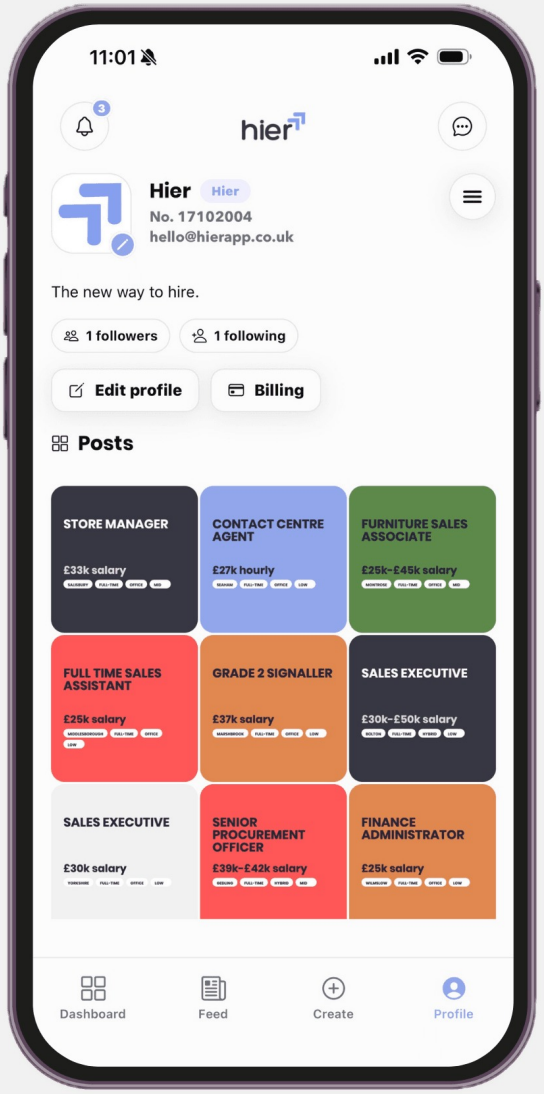
One platform. The complete hiring journey.

Hier is a mobile-first recruitment and people platform. It puts job advertising, candidate attraction, AI matching, applicant tracking, messaging, interviews, analytics and onboarding in a single system so your HR team is not running the process across job boards, inboxes, spreadsheets and a separate ATS.

ATTRACT	Visual job posts candidates actually stop for.
HIRE	Ranked shortlists, one pipeline, one conversation.
ONBOARD	Documents, signatures and day one. Same system.

AND MOST IMPORTANTLY

Give your HR team their time back.



BOOK A DEMONSTRATION

Julian · 020 2308 72329 · www.britanniaconsultancyservice.com

THE OLD WAY OF HIRING IS EXPENSIVE AND FRAGMENTED

Most organisations do not have a recruitment problem. They have a process problem.

The vacancy is posted. Then the real work starts across boards, inboxes, calendars, spreadsheets and a separate ATS. For 200+ employees that is not a project. It is a permanent operating cost.

VISIBLE COSTS

Adverts, agency fees, board credits, the software subscription. Finance can already see these.

HIDDEN COSTS

HR time, slow shortlists, unanswered candidates, roles that sit open a week longer than they should.

OPPORTUNITY COSTS

Hours on CVs are hours not spent interviewing, advising managers or planning the workforce.

WRITING THE VACANCY

The role is drafted, approved, then retyped onto each board with different character limits and fields.

THE SIFT

CVs arrive as attachments. Someone opens them one by one. Consistency depends on who had time that afternoon.

THE CHASE

Availability, feedback and "just checking in" live in inboxes. Candidates wait. Hiring managers wait. HR chases both.

THE HANDOFF

Offer accepted. Then a different person, in a different system, starts onboarding from a blank page.

THE QUESTION THAT CHANGES THE CONVERSATION

Not "what does the software cost?" Ask "what does the whole process cost?"

A subscription is a line item. A process that absorbs hundreds of hours a year, plus agency fees, plus delayed hires, is a commercial issue. Hier is there to put that process in one place.

WHAT EMPLOYERS TYPICALLY JUGGLE

- One or more job boards
- A separate ATS or spreadsheet
- Email for every candidate update
- A calendar tool for interviews
- A document tool for offers and packs
- Another product for onboarding

WHAT HIER REPLACES THAT WITH

> Branded visual job posts, live in minutes

> Built-in ATS with live pipeline stages

> In-app messaging with the candidate

> Interview booking from the same dashboard

> Records, notes and status in one place

> Welcome documents, e-sign and day-one info

CIPD 2024 RESOURCING AND TALENT PLANNING

Recruitment already has a published price tag.

The CIPD Resourcing and Talent Planning survey reports median recruitment costs of £1,500 per hire for other employees and £2,000 per hire for senior managers. Those figures include in-house resourcing time, advertising, and agency or search fees. CIPD is clear that costs vary considerably. They are a benchmark, not a promise. They are still the most useful public starting point for a 200+ employee organisation.

£1,500

median per hire · other employees

£2,000

median per hire · senior managers

Scale that across a 250-employee business. If 10% of the workforce is replaced or newly recruited in a year, that is 25 hires. At the CIPD median of £1,500 that is £37,500. Forty hires is £60,000. Sixty is £90,000. None of those figures include the cost of a bad hire, a delayed start, or a candidate who accepted elsewhere because the process felt slow.

25 hires	10% activity on 250 employees · CIPD median £1,500	**£37,500**
40 hires	Illustrative mid volume · CIPD median £1,500	**£60,000**
60 hires	Illustrative higher volume · CIPD median £1,500	**£90,000**

What those figures are really describing

Not software. Time, advertising, agency fees and the delay while a role sits open. Hier does not invent a lower CIPD number. It attacks the parts of that number you can actually change: hours in the sift, default agency use, and a process that loses candidates between tools.

THEN THERE IS THE AGENCY BILL

THE AGENCY TRAP

£80,000

10 hires at 20% of a £40,000 role

One placement at 20% is £8,000. Five similar roles is £40,000. Ten is £80,000. Agencies have a place: specialist search, confidential replacements, hard-to-fill skills. The question is whether the default route for every vacancy should still be a percentage of salary, when a modern in-house process can attract, rank and manage candidates directly.

SCENARIO	BASIS	ILLUSTRATIVE FEE
One hire at 15%	£40,000 first-year salary	**£6,000**
One hire at 20%	£40,000 first-year salary	**£8,000**
One hire at 25%	£40,000 first-year salary	**£10,000**
TEN HIRES AT 20% · THE DEFAULT AGENCY BILL		**£80,000**

ONE PLATFORM INSTEAD OF A STACK OF FRAGMENTS

Hier stays with you from the first job post to the first day at work.

Most job boards list a role and walk away. Hier is built as a two-sided platform: a modern, mobile experience for candidates, and a full employer workspace for the people who have to hire. Job posts are treated like visual content, not classified ads. Applications land in a live pipeline. Hier Intelligence scores and ranks candidates. Your team messages, shortlists, books interviews and moves people to offer without leaving the dashboard. When someone accepts, onboarding can start in the same system.

01
ATTRACT
VISUAL JOB ADVERTISING
Every vacancy is a branded visual card. Candidates scroll a feed, not a wall of text. Salary, location and contract type sit on the card. Your organisation looks like an employer worth applying to, not a classified listing.

02
ATTRACT
CANDIDATE ATTRACTION
Mobile-first design, double-tap apply and Auto Apply. Applying takes seconds. That matters when the best people are already in work and will not sit through a 20-minute form on their lunch break.

03
CONVERT
HIER INTELLIGENCE
Every applicant is analysed against the role and ranked. Recruiters stay in control. They simply start with a shortlist instead of a pile of attachments opened one by one.

04
CONVERT
FULL ATS PIPELINE
Applied, Shortlisted, Interview, Offered, Started. Move people with one click. The hiring manager can see the stage without asking HR to assemble an update from email.

05
CONVERT
MESSAGING AND INTERVIEWS
Direct conversations in the app. Book interviews from the same record. Fewer unanswered emails. Fewer missed follow-ups. The thread stays with the candidate, not in someone's inbox.

06
CONVERT
ANALYTICS
Views, applications, conversion and activity in real time. See which roles and posts are working before you spend more on advertising or assume a quiet week means a quiet market.

07
RETAIN
CANDIDATE RECORDS
Profiles, CVs, notes, messages and stage history together. The team can pick up a vacancy without reconstructing the story from email, a shared drive and a half-updated spreadsheet.

08
RETAIN
ONBOARDING
Welcome documents, digital signatures and first-day information. The relationship does not fall into a gap between offer accepted and day one, and HR can see what is still outstanding.

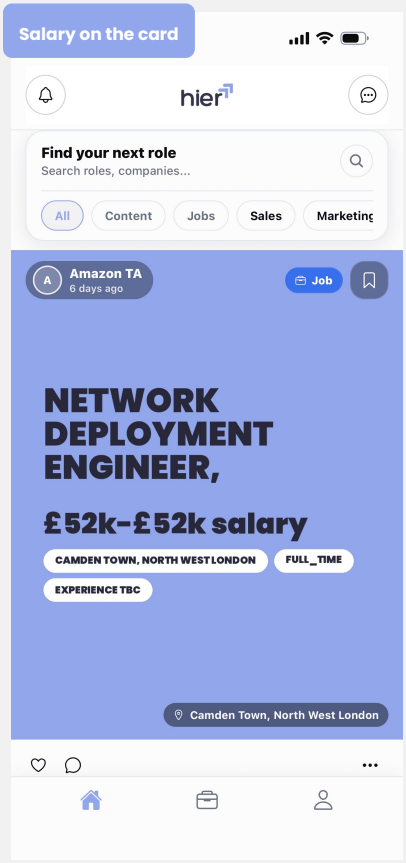
09
RETAIN
GUIDED PILOT
Run one live vacancy through the platform with your team. See the post, the ranked list, the pipeline and onboarding on a real role, then decide.

Hier publishes a reach of 800 million+ candidate profiles. Treat that as the platform's own published figure. The practical point for a 200+ employer is simpler: you are not posting into a dead board and hoping. You are posting into a live, mobile marketplace and managing what comes back.

JOBS THAT STOP THE SCROLL

If the vacancy looks like every other advert, the best people will not stop.

Hier treats every job post as visual content. Bold colour, clear salary, location and contract type, and your branding on a card designed for a phone. Candidates browse a feed the way they browse everything else. Your role has a few seconds to earn the tap. A wall of text on a traditional board does not give you those seconds.



What that means in practice

- A vacancy can be live in under five minutes from the employer dashboard: create, brand, publish.
- Posts can be edited, reused and promoted from the same place. You are not rebuilding the advert on three boards.
- Salary, location and contract type sit on the card. Candidates do not open a PDF to find out if the role is relevant.
- Your branding travels with the post. The first impression of the organisation is the card, not a generic board listing.
- Candidates apply with a double tap. Auto Apply can also put a matched candidate forward when their profile and CV are ready.
- Zero-friction candidate access. No paywall, no mandatory download, no credit card to finish the application.
- A built-in AI CV builder lets a candidate produce a usable CV in minutes if they do not already have one.
- Sponsored posts are available when you want extra reach on a hard-to-fill role, without leaving the same dashboard.
- One live post feeds the pipeline, the messages and the analytics. You are not copying the same vacancy into a second product.
- Hiring managers can see the live card, not a Word draft that went stale the moment it was emailed.
- A candidate who is already in work will not complete a 20-minute form on their lunch break. The card has to do the work in the feed.
- You can run several live roles at once without a separate ‘who is looking after this advert?’ conversation in email.

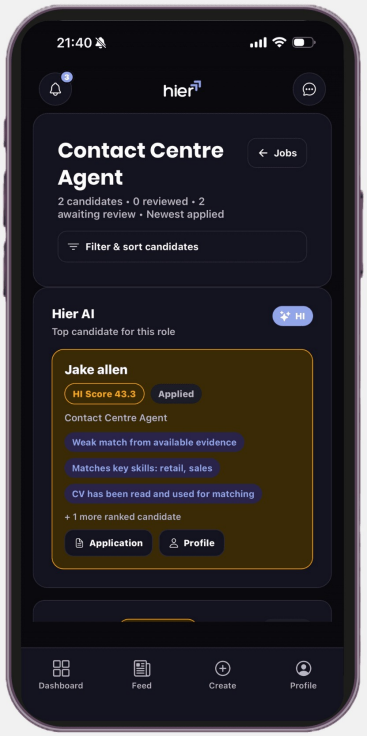
Better branding. More engagement. Higher-quality applicants.

The candidate experience is not a soft extra. A slow form, a demand for an account before they have seen the role, or silence after they apply all tell a story about your organisation. Hier is built so the first impression of you is a live, visual role, not a 20-minute form.

AI THAT DOES THE HEAVY LIFTING

Start with a ranked shortlist. Not a pile of CVs.

Two hundred applications is not a success if someone then has to open, read, compare and decide on every one. That is where time disappears and consistency slips. Hier Intelligence analyses each applicant against the role (profile, CV, skills, experience and preferences) and ranks candidates automatically. The recruiter is not replaced. They are given a better starting point.



HI Score · match breakdown

WHAT CHANGES IN THE WORKING WEEK

The team still interviews, still judges fit, still makes the offer. They simply spend less of Monday downloading attachments and more of it speaking to people who look like they can do the job.

MORE TIME ON

> Structured interviews

> Hiring-manager advice

> Assessing culture and fit

> Closing the right person

LESS TIME ON

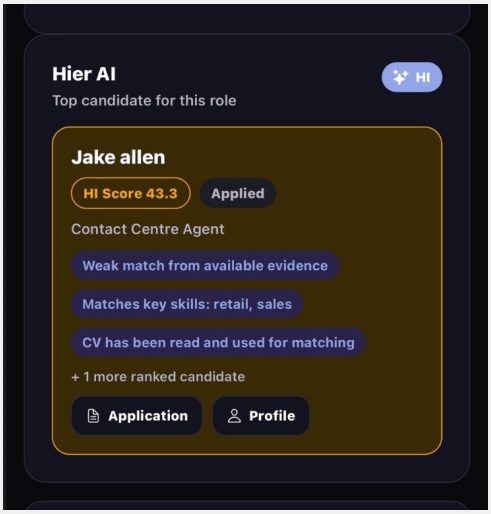
- Opening every attachment
- Re-reading similar CVs
- Copying data between tools
- Chasing status updates

Always in the recruiter's hands

Ranking is a first pass, not a verdict. Open the CV, message, book, move the stage. Nothing is locked because a score exists.

The model looks at the same material you would: the role, the profile, the CV, skills and preferences. Human judgement still makes the hire.

Two people sifting 80 CVs will not produce the same list. A ranked order gives the team a common start. Then they decide.



FROM FIRST TAP TO OFFER ACCEPTED

If the process lives in five places, things get missed.

Hier's ATS is not an add-on bolted onto a job board. It is the working system. Every applicant sits on a stage. Every conversation sits on the candidate. Interviews are booked against the same record. The hiring manager can see where a vacancy actually is, rather than asking HR for an update that then has to be assembled.

01

APPLIED

Every application lands here. Hier Intelligence can already have ranked the list so the first view is ordered, not random.

02

SHORTLISTED

Move the people you want to take seriously. Everyone else stays visible on the record, not deleted from a spreadsheet.

03

INTERVIEW

Book from the dashboard. The candidate is not waiting on an email chain to find a slot that then never reaches the ATS.

04

OFFERED

The decision is recorded on the same card as the rest of the history. Notes, messages and outcome stay together.

05

STARTED

The hire is closed in the same system that attracted them. Onboarding can begin immediately, not after a handover.

Those five stages only work if communication and the vacancy itself live on the same record. Hier keeps three things attached to every role: the conversation, the interview, and the post that created the demand.

DIRECT MESSAGING

The thread sits on the candidate, not in someone's inbox. Hiring managers pick it up without asking HR to forward a chain. Silence after "application received" is how good people accept elsewhere.

INTERVIEW MANAGEMENT

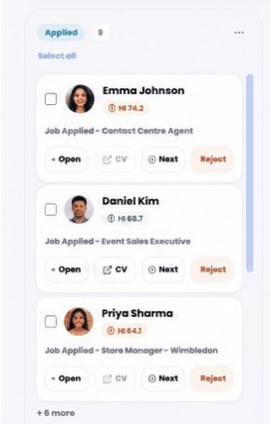
Book from the same record. Availability, slot and outcome stay on the card. The hiring manager sees who is in this week without a list assembled from three calendars.

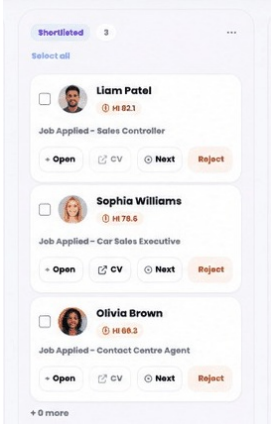
POST MANAGEMENT

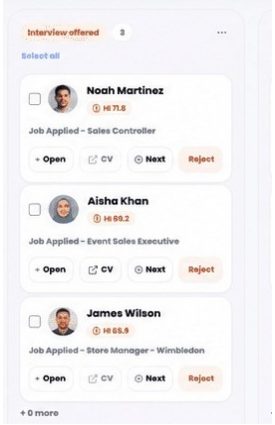
Create, edit, reuse and promote from one dashboard. One post, one pipeline, one owner. Ten live roles should not mean ten versions of the truth.

Applied **Shortlisted** **Interview offered**

Same board. Same record.







STAY IN THE KNOW

If you cannot see conversion, you are buying advertising blind.

Views, applications, conversion, pipeline, activity, followers. You can use them in the weekly meeting, not a month-end export.

HIDDEN ADMIN COST · ONE RECRUITER · REED BENCHMARK

£10,764 **520 hours a year**

VIEWS

Is the post reaching anyone, or sitting unseen? If it is not being looked at, spend and effort are wasted before a single application arrives.

APPLICATIONS

Are people converting from a look to a tap? A pretty card that nobody applies to is still a failed advert.

CONVERSION

Which roles attract, and which only decorate the feed? Stop repeating the posts that do not convert.

PIPELINE

Where do candidates stall: applied, interview or offer? That is the conversation with the hiring manager.

ACTIVITY

What needs a reply today, not at the end of the week? Silence is how you lose people you already spent money attracting.

FOLLOWERS

Is the employer brand compounding, or restarting each time you post? Followers are a cheaper next hire.

Use it in the weekly HR meeting

Which posts are being seen? Which are converting? Where is the pipeline stalling? That is a 10-minute conversation with evidence, not a request for someone to pull the numbers from three systems at the end of the month.

THE TIME THAT NEVER APPEARS ON AN INVOICE

Reed: UK recruitment manager ~£43,091, about £20.70/hour before on-costs. Ten admin hours a week is 520 hours and about £10,764 for one person. Scale it across an HR team. Hier does not claim it deletes the number. It takes a slice of the repetitive work out of it.

THE JOURNEY DOES NOT STOP AT THE OFFER

The most expensive hire is the one who accepts and then goes cold.

Between “yes” and day one, organisations often drop the candidate into email, a shared drive and a paper pack. Hier’s onboarding tools keep the relationship inside the same platform that hired them: welcome documents, digital signatures, first-day information and pre-start communication, without last year’s checklist living in someone’s inbox.

01 WELCOME DOCUMENTATION

New starters receive what they need before they walk in. Not on the morning they arrive, and not as a PDF buried in an inbox.

02 DIGITAL SIGNATURES

Pre-boarding paperwork is signed in the platform, not printed, scanned or chased. HR can see what is outstanding before day one, not after the new starter walks in.

03 FIRST-DAY INFORMATION

Where to be, who to ask for, what to bring. A small thing that decides whether the first morning feels organised.

04 PRE-START COMMUNICATION

The conversation continues in the same thread as the application. The candidate is not starting again with a stranger in HR.

05 VISIBLE ACTIVITIES

Onboarding tasks sit on the record. Cover works. Handovers work. The process does not live in one person’s head.

06 ONE JOINED-UP PATH

Not job board, then ATS, then email, then documents, then another HR product. One path from tap to start.

WHAT THE NEW STARTER SEES

A single place for the welcome pack, the documents they need to sign, and the practical detail of day one. They are not assembling their own induction from four forwarded emails.

WHAT HR SEES

What has been sent, what has been signed, and what is still outstanding, on the same record as the application and the offer. Cover and handover become possible.

AVAILABLE ON HIER PLANS OR AS AN ADD-ON

Onboarding and people management sit on Hier’s higher plan and can be added where needed. The point for a buyer is not the SKU. It is that you do not have to procure a second product the moment someone says yes. Ask for a walkthrough of the exact onboarding workflow on a demonstration.

DO NOT START WITH A PROMISED SAVING

Start with your own numbers. Then look at the process those numbers sit on.

01	**VOLUME**	How many people did you recruit last year, and how many do you expect this year?
02	**AGENCY SPEND**	How much went to agencies, and which of those roles could a stronger in-house process have filled?
03	**MEDIA AND TOOLS**	What are you spending on job boards, careers-site add-ons and the current ATS or HR stack?
04	**HOURS**	How many hours a week does HR spend writing adverts, sifting, chasing, updating systems and assembling reports?
05	**FRAGMENTS**	How many separate systems sit between “we have a vacancy” and “they started on Monday”?
06	**DROP-OFF**	Where do candidates disappear (application, interview or offer), and what does that cost in rework?

Book a walkthrough. We will run a live scenario against your current volume. No homework required.

ILLUSTRATIVE BENCHMARK ONLY

250 employees · 50 hires · CIPD median £1,500 **£75,000**

THE COST OF DOING NOTHING

Subscriptions continue. Agency defaults continue. Candidates still drop out. Vacancies still sit open. Doing nothing is not free. It hides the cost in salaries, fees and delayed hires. A walkthrough is cheaper than another year of the same process.

hier

SEE THE PLATFORM. THEN DECIDE.

The comparison that matters is not a price list.

Book an interactive walkthrough. We will run a live scenario using your current hiring volume. Watch a vacancy go live, see how a visual card performs, how applications are ranked, how the pipeline moves, and what onboarding looks like after the offer. Seeing the product will tell you more than a brochure.

ATTRACT

Visual, branded job posts in a mobile feed. A vacancy can be live in minutes, edited and promoted from the same dashboard.

IDENTIFY

Hier Intelligence scores and ranks every applicant against the role. The recruiter starts with a shortlist, not a pile.

MANAGE

Full ATS from Applied through Shortlisted, Interview, Offered and Started. One record. One source of truth.

TALK

Direct messaging and interview booking sit on the candidate, not in a separate inbox or calendar product.

MEASURE

Views, applications, conversion and pipeline health. You can use them in the weekly HR meeting, not a month-end export.

ONBOARD

Welcome documents, signatures and day-one information in the same platform that made the hire.

One point of contact. Book a walkthrough, then you decide.

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