CASE STUDY:

Ashland Police Department leverages PoliceApp's Communication tools to seamlessly keep In touch with applicants regardless of distance.

"PoliceApp has assisted us with organizing applications, streamlining communication with candidates, & simplifying end of process and CALEA annual reports. From recruitment to selection phases, PoliceApp has every aspect covered and at no cost to the agency."
- Captain Marie Kemp of the Ashland Police Department, VA

THE CHALLENGE:

One of our challenges was communication with applicants. Prior to PoliceApp we were using email and telephone calls which was cumbersome and difficult to track. It is important that every applicant receives the proper directions and notifications for each phase of the process. With PoliceApp we are able to not only send all the specific instructions and notifications, but also schedule tests efficiently.

THE SOLUTION:

With this platform we were able to create channels of tracked communication with applicants as we move them through the hiring process. The Implementation of Recruitment Lead Management helped to build a database full of interested candidates with their contact information for future recruitment processes.

THE OUTCOME:

Applicants are able to RSVP for testing dates, receive detailed information and directions all in one portal. The quality of applicants increased slightly and we saw an increase in applicants from out of our immediate area and state. PoliceApp has assisted with expanding our reach to interested candidates. In addition, we have created a place to direct interested/future applicants to sign up for alerts regarding new processes as they open through Recruitment Lead Management. Additionally, the staff are always willing to assist, are very knowledgeable and have demonstrated expertise in their roles at PoliceApp!

PoliceApp is an online application and recruitment system designed for police departments and law enforcement job applicants. Designed by law enforcement professionals and technology experts, PoliceApp simplifies the application and recruitment process, eliminates process redundancies and reduces frustration and time resources by easily publicizing current law enforcement job openings, matching candidates with the police jobs they qualify for, allowing for efficient communication between departments and applicants, creating consistency across police departments, and streamlining and organizing the application experience.