



Columbus, GA Police Department Streamlines Recruiting with PoliceApp: A Case Study

After implementing online law enforcement recruitment system PoliceApp, the Columbus Police Department has increased hiring efficiency and seen its applications double.

THE CHALLENGE:

The Columbus Police Department, responsible for the 200,000 population Muscogee County in western Georgia, was looking to replace its paper-based hiring process.

"We understood that paper applications had really run their course," said Sergeant Stefan Shelling. "In terms of ease and accessibility, we knew that in order to get our applications in front of as many people as possible and diversify our pool of applicants, online was the way to go."

The department had been using a variety of recruitment methods, including billboards, print ads, local movie theaters, a recruitment video, and Facebook, but wanted to give applicants an easier and more efficient way to apply and give its recruiters and background investigators an easier platform to use.

THE SOLUTION:

After asking several other agencies what system they used, the Columbus Police Department decided on PoliceApp.

The department wasn't sure what to expect when converting to the new system, but Shelling said the PoliceApp staff made it easy.

"PoliceApp did all of the work setting up the system for us to accept applications online, which allowed us to continue working while the new system was quickly designed for us," said Shelling. "Since implementation, the staff at PoliceApp continues to assist us with various questions. Every time we call for a support-related question, the service has been tremendous."

THE OUTCOME:

"PoliceApp has allowed us to catch up with other agencies who have been utilizing online applications for quite some time," Shelling said. "We are now about to track applicants through our selection process more efficiently."

The Columbus Police Department received 274 applications in 2016. After using PoliceApp for just three months, the department was on track to double that number for 2017. And not only are the numbers increasing, the nationwide reach of the PoliceApp system has widened the hiring pool, with a significant increase in out-of-state applications.

"PoliceApp has been a very easy system to use," said Shelling. "The system is extremely customizable, but also allows us to deliver our message and branding to potential applicants. Our experience with PoliceApp has been great so far."

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.

Get started today at www.policeapp.com or 203-350-0026 / info@policeapp.com