



Recruitment Firms Pick Up the Pace With Custom-made Integrated CRM Solution

In the highly competitive recruitment industry, Recruit+ powered by Microsoft Dynamics CRM and developed by Altair Computer Systems, is giving many New Zealand recruitment firms a vital speed advantage...

The New Zealand job recruitment industry is fiercely competitive, with more than 400 agencies in Auckland alone endeavouring to place recruits in the right jobs.

With many jobs no longer exclusive, it is crucial to be the first to present the client with a quality selection of potential candidates.

Triangle Recruitment

Triangle Recruitment, an 18 year old recruitment consultancy based in Auckland, recently went live with Recruit+ and Microsoft Dynamics CRM. Triangle focuses on building close and ongoing relationships with its clients and candidates and Recruit+ is an important change that will help them strengthen these relationships.

The main benefits from Recruit+ for Triangle have been to streamline consultant work so they can do more, provide them with tools that are easier for them to use and allow them to find candidates faster.

Triangle also manages a large number of contractors and temporary staff. As well as managing permanent placements, they are also using Recruit+ to schedule contract and temporary resources, record time and manage client billing.

Sue Bennett, Triangle Director says: "We have been impressed with our new system and everybody here is loving it. Even though we have only recently gone live, all the staff are finding it easy and logical to use and I can see that the information stream is going to be so much better for us. This is going to be our major tool in the growth in our business".

Triangle are also using Microsoft CRM functionality to manage their lead process, market more effectively and increase their client base.

Phoenix Recruitment

Another Auckland based firm, Phoenix Recruitment, are currently implementing Recruit+ and will be the first customer running the solution as

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a hosted service. For customers this approach means they do not need to worry about IT infrastructure and can focus on their core recruitment business.

Jenny Durno, Phoenix MD talked about their reasons for change: “We chose Recruit+ because of the combination of Altair’s technical understanding of the CRM base, their business process knowledge and the fact that they had helped recruiters like ourselves with the transition from our current system to Recruit+. The fact that the people we dealt with were personable and easy to communicate with was also an important factor”.

Durno adds: “We felt that our legacy system had not really moved on from where it was when we first bought it eight years ago. We became increasingly frustrated with having to work around its inadequacies and once we started investigating the alternatives, we quickly recognised that we were missing out on some simple and innovative developments”.

For Recruitment firms, growing revenue and profitability is important and this can be achieved by providing consultants with the best tools available. Also having your Recruitment solution within a mainstream CRM has a number of advantages:

- Microsoft CRM runs inside of Outlook which makes it easier for Consultants to track their emails, appointments and to quickly access Client, Candidate and Vacancy information. Because Recruit+ runs inside Outlook this means less training and initial induction for everyone.
- Microsoft CRM comes out of the box with full sales, marketing and customer services functionality and significant ongoing Research and Development unmatched by any Recruitment software company.
- By using Microsoft CRM, Altair has been able to focus on developing specific Recruitment functionality without the need to develop base functionality. This makes the solution easier to support and to provide for upgrades over the years.

Within the Recruitment industry, a number of organisations are moving away from the traditional

manual classification of CV’s. Recruit+ manages candidates resume documents in a SQL Server database, providing fast search access and ranking of CV’s based on their contents. With around 50% of placements being made from existing relationships, it’s vital to leverage the information already contained in the database. It is even more important to contact potential recruits as soon as positions become available as candidates often have their CV’s with other agencies.

Clarus Consulting

Christchurch based firm Clarus Consulting provides high-calibre IT specialists on contract roles both locally and internationally. Clarus implemented a hosted version of Recruit+ to manage the relationships with their customers and contractors and improve the scheduling of their people.


Gwyn Edwards, Operations Manager says: “Clarus liked the idea of having the Microsoft CRM base within Recruit+. This provides the best of both worlds. It meant that we still had flexibility to record our own information and define our own workflow processes. Recruit+ also allows our people to work remotely as if we were in the office. The scheduling function is important in managing our contractor time more effectively.”

Why Recruit+?

So why do customers choose Recruit+ over other solutions? Many like the fact that it is a new solution, already proven and built with the latest technologies.

Microsoft CRM provides a reliable platform that is easier to support.

Customers also know that there will be continued research & development from Microsoft to ensure ongoing support and that CRM will continue to work with the latest technology changes.

Recruit+ is a true next generation product which will allow Recruitment organisations to do much more with less time and deliver improved service to your customers & candidates. 



CASE STUDY

> Triangle Recruitment



AT A GLANCE

Business Objective

> A solution capable of enhancing relationships with the recruitment consultancy’s clients and candidates.

Solution

> Recruit+ from Altair Computer Systems, powered by Microsoft Dynamics CRM.

Business Benefits

> Recruit+ has streamlined Triangle Recruitment consultants’ work so they can do more, and has provided them with tools that are easier to use and allow them to find candidates faster.



FOR MORE INFORMATION

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