

HAUTE COUTURE & BEAUTY RELY ON TECHNOLOGY

Long term users of enterpriSe, BCB regard their IT infrastructure as critical to the business.

General Manager, Sally Brown explains why:

“We started working with the Intersoftware team back in 1986. Since then we have enjoyed a very close and harmonious business relationship. I cannot stress how important this has been for our company because simply put, we rely totally on our IT infrastructure to drive the mechanics of the business along.”



BCB which stands for Beauty Consultants Bureau is based in London and specialises in the placement of workers into leading retail outlets. Typically their temps can be returning mums, actors, students and models all of whom like the flexibility and the enjoyment of working for top names like Cartier and Givenchy in the beauty halls of department stores such as Harrods, Selfridges, Debenhams etc. It's a market that has proven very resilient to the financial pain suffered elsewhere.



The company is recognised as a market leader in the sourcing and supply of temporary workers and is constantly looking at new initiatives. These include a brand new permanent division which was recently added, putting even more strain onto the IT processes. The business has an extensive nationwide database of more than 4,000 active candidates and regularly places around

CASE STUDY



250-300 flexible workers every week and more in peak periods such as Christmas.

Sally has a team of 20 and more than half of them are in account management positions. Her candidates and clients are spread throughout the UK and the nature of the business demands regular and fast paced contact.

She continued:

“We have the full enterpriSe all-in-one software system from InterSoftware including their Cont@ct emailing and sms/texting module. What this has meant is that we are able to keep in constant contact with our customers. If an urgent assignment comes in we can

automatically send a message to our entire candidate base. The software will then automate the booking procedure going right through to creating an invoice ready for billing. It also provides me with all the management information that I need to keep a close watch on the company's key metrics.

“The package really has built into it everything that you need to run a successful recruitment business, including the very latest on the Agency Workers Regulations. The number of transactions we are doing is continually increasing which along with the rise in areas such as social media and PSL lists has led us as a forward thinking business into investigating the potential of running our own online portal. I'm extremely confident that whatever we need from InterSoftware they will be able to deliver!”

“I say this with confidence as together we have recently moved BCB from our old and very tired' legacy system into the cloud'.

Sally concluded

“The thought of completely replacing our IT system was very scary, however, in reality the process went just about as well as I could have ever dreamed of. I can, hand on heart, say that apart from a few minor hiccups there was absolutely nothing that caused me to pull my hair out. I can honestly recommend InterSoftware as a phenomenal supplier!”

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