

A view of CRM Systems by Adrian Kruger, Sales Director, Intersoftware

Customer Relationship Management in today's world should be seen as a critical company-wide business strategy which includes all departments - not just the strictly customer facing functions.

Making Choices

Choosing the right software solution for your business is not easy. Recruitment companies operate in many different business sectors and both temporary and permanent staff. Whatever is chosen - the system needs to be flexible and adaptable. Also you should be looking at getting software from a company that has been around for long enough and truly understands the recruitment business.

Look at what features and functionality is being offered - and at what price. Some offerings at first glance seem to be pretty reasonable - but delve deep to make sure there will be no surprises. Bespoke developments are expensive and take a long time to deliver. Unless your business is very unorthodox an off the shelf solution should fit the bill.

The bottom line is that in implementing a CRM system it is incumbent of the owner or manager of the business to be in the driving seat. Making sure staff know how to use the system to full effect and benefit. Otherwise you may end up with a very expensive address book!



Reaping the benefits

By cutting down tedious admin tasks through automating processes such as helping to quickly find candidates with key skills to fill vacancies, management gets more control over their business, customer facing staff become more efficient and able to communicate information outwards - faster and more accurately.

CRM solutions also allow you to measure and value your customer and worker relationships

Automated elements within good CRM systems like contact management, diaries, calendars & planners improve the efficiency and performance of consultants. Capturing candidate, client and contact history - in fact all previous communications made through the diary and call logging can be looked at by management and used in performance assessments etc. It also decreases business risk.

Your business at risk

Let's face it, the recruitment business is a harsh world sometimes. In particular, consultants move around, leave to go to other agencies or set up new businesses. Information is one of the cornerstones of any business and if the valuable information

OPINION



that is yours not protected in some way - your business could suffer badly.

The recruitment industry has benefitted from CRM systems for many years. These days legislation and compliance requirements are making software solutions more relevant than ever before. However - it constantly amazes me when I meet some companies who say that they are still perfectly happy with just a back office solution.

There is one really compelling argument for recruitment companies to invest in good CRM /front office software. That is quite simply - it protects the business. I have met

at least 3 people in the last month who are planning on leaving their agency and setting up on their own. It happens.

If the information about who has talked to whom, what has been said and who has been placed where, is all in an individual's head then there's nothing anybody can do when that information vanishes. CRM systems give management a sure fire way of making the business less vulnerable. Looking at who's been billed is not enough.

ENDS

The enterpriSe all-in-one solution addresses every aspect of a broad and comprehensive CRM solution for any size of recruitment organisation- for temporary or permanent recruitment. It's modular and flexible - there is just one database that covers front office/CRM and back office which means no matter how many offices there are, information can be made available instantly to anybody - anywhere. That means no need for any duplication, better informed staff, more efficient management and better communications with both clients and workers. And there's lots of user friendly features - like a Google type search facility, and simple to use colour coded booking sheets.