

Case Study: Von Essen Group



Client

The Geneva based Von Essen Group is a global business providing support to thousands of consultants working overseas across a wide variety of international industries. The Group has extensive history in the Energy, Oil and Gas sector, as well as successful coverage in a broad array of other industries, including IT, Financial Services, Healthcare, Defence and Avionics.

With an annual turnover of around £300m the Group manages a base of around 10,000 candidates and hundreds of companies worldwide.

The Brief

Jonathan Summers is the managing partner of Von Essen's Solutions Delivery Group.

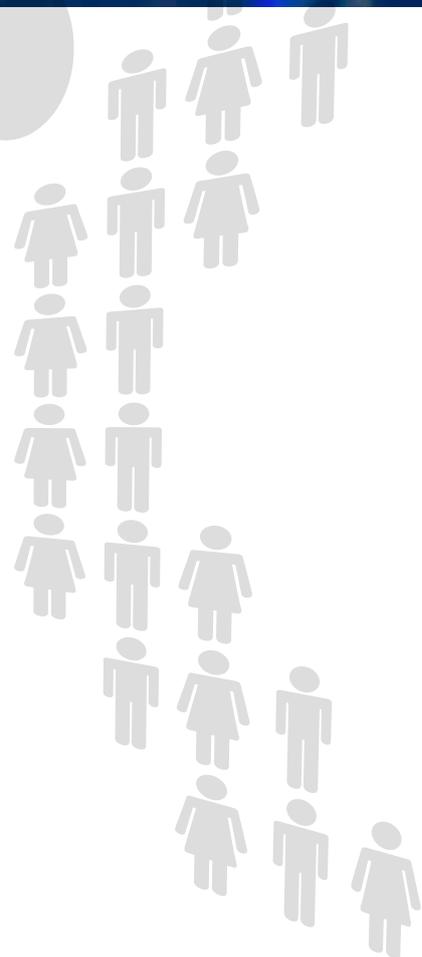
He approached Crimson two years ago to evaluate what options there were that could compliment Von Essen's existing Microsoft Dynamics CRM system. At the time, Von Essen had been performing much of its back office recruitment function manually. It was important his resourcing team could have instant access to vast, real time databases of vacancies and CVs as well as constant, informed dialogue with both candidates and recruitment agencies.

Von Essen's rapid growth, coupled with the demands of an increasing international client base, meant that a solution was needed that could be implemented seamlessly and quickly whilst making a tangible difference to productivity and efficiency.

The Solution

After investing heavily in research and development Crimson had been successfully using Mercury xRM, its own in-house platform for several months. The technical team was confident that Von Essen would derive substantial benefits from an enhanced version of Mercury xRM. They subsequently worked closely with senior management within Von Essen to gain a thorough understanding of the Group's existing internal recruitment processes and systems and future ambitions.

They then began developing a bespoke version of the product designed to meet Von Essen's needs precisely and deliver maximum value to the Group. Additional features to the CRM system which would allow Mercury to be deployed across a number of separate business units needed to be built. The applicant tracking system was designed to give Von Essen a mechanism for coordinating the entire recruitment life cycle through a single vehicle providing rapid access to all the required information.





The Outcome

Mercury xRM was implemented over just two months and had an immediate impact on Von Essen's productivity. Staff within the resourcing team all reported that they could do far more in less time and felt their jobs had been made easier. They were reassured by the familiarity of the interface which had a Microsoft Office look and feel and the ability to customise work flows and dashboards also generated positive feedback.

For the first time consultants could use a single platform to access all the databases they needed and carry out a variety of previously time consuming tasks. Features such as the automated generation of contract documentation and the ability to generate branded candidate profiles on demand alongside automated candidate registration, job board posting and bespoke marketing lists were all cited as major benefits.

Crimson currently provides Von Essen Group with an on-going managed support service for Mercury xRM and was recently engaged to carry out additional work which involved the addition of a new digital integration tool as well as customisations allowing Mercury xRM to be accessed via mobile and other handheld devices, giving Von Essen consultants access to data on the move.

The solution is now used across seven countries (Republic of Ireland, UK, Sweden, Switzerland, UAE, China and Germany) with approximately 90 users, supplying into more than 50 countries worldwide.

Mercury xRM features

- full candidate CV parsing with skills, qualifications and experience
- fully automated candidate registration
- flexible interface which looks and feels as familiar as Microsoft Office
- extensive reporting capability
- personalised dashboards, views and customised workflows
- searching of all leading online databases, including LinkedIn
- distribution of job advertisements
- automated applicant tracking
- duplicate detection

Mercury xRM benefits

- Increased recruiter productivity
- Reduced administration costs
- Fast user adoption - look and feel of Microsoft Office
- Cloud-based - no extra support or hardware costs
- Increased compliance and governance controls
- Creation of marketing lists and campaigns
- Fast, easy implementation
- Support with training, data migration and consultancy
- Automated creation and storing of contract documentation

Client Feedback

We wanted to be guaranteed tried and trusted world class technology but at the same time there wasn't an 'off the shelf' product available that would adequately reflect the demands of our business.

Mercury xRM proved to be just what we needed and the beauty of Mercury xRM was that we got the peace of mind that comes from working with a Microsoft Gold Partner with an in-depth knowledge of Microsoft CRM systems.

Crimson were really great to work with and had a genuine empathy with our business goals. As a direct result of deploying Mercury we were able to operate more efficiently and profitably in a short space of time.

I am still confident that there is no other product on the market that remotely touches Mercury xRM in terms of its overall power and flexibility. Crimson continue to work closely with us providing a valuable on-going support service and have continued to refine and adapt Mercury xRM for us as required.



Managing Partner
Jonathan Summers