CASE STUDY

The Client

The JM Group is a London-based recruitment agency that specialises in IT, Change and Digital recruitment within the Financial Services, Professional Services and Corporate sectors. Having been in operation since 1981, they have built a deep network of candidates, at all levels over their history and they offer search, selection and contingent solutions as well as interim management and contractors to their well-established client base.

The Brief

At the beginning of 2014, The JM Group took the decision to assess recruitment software solutions that could replace their current system which had little integration capabilities and was not supporting modern recruitment techniques. The workforce was no longer using the system. CVs were not being added, vacancy and placement information was incomplete and the compliance team were having to raise contracts manually. The shortfall of CVs was resulting in significant data loss and the lack of such vital information meant management had inaccurate sales reports and forecasts so they were unable to easily monitor overall company performance. Their goal was to arm the business with an efficient integrated CRM solution that was easy to use and would streamline processes. It was essential that the new system had powerful search capabilities to respond quickly to client demands, better management of client and candidate data and would ultimately save time on administration.

The Solution

After a thorough review of online CRM recruitment platforms, Mercury xRM was selected for its scalability, mobility and integration capabilities. The JM Group were early adopters of Broadbean's job posting automation software but with Mercury xRM, the application is integrated and automatic CV updates using iProfile happen seamlessly, cutting administration time and giving them an up-to-date source of information to produce better candidate search results. Processes have been streamlined which meet the needs of the business and Mercury xRM's interactive business intelligence dashboard reports provide the management team with real-time information so they now have greater insight in to the real health of the business. The compliance team will soon have a far quicker and simpler way of processing contracts with the introduction of online agreements within the platform. This will allow clients and candidates to securely electronically sign contracts anywhere at any time.

> Mercury xRM is a very intelligent solution which has enabled us to streamline our candidate search and placement processes. The integration with our other applications means our recruitment team can work more effectively and we now have a modern platform with built-in processes that truly meet the needs of our business.
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> We are now able to easily track operational activity giving us a holistic view of the entire business which we never had before and this will allow us to manage growth going forwards.
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> We look forward to exploring the systems business development functionality in the next stages which we know will help us win more business
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> **Adam Drew, Head of Finance and Operations at The JM Group**

The Outcome (ROI)

The JM Group now have a platform that will enable them to dramatically reduce paperwork and ensure tighter compliance. The automation of online agreements will cut the current contract process by at least 50%, freeing up administration time across the compliance function and will allow the recruitment team more time to build even stronger relationships with their clients and candidates. The digital shift away from paper contract processing to electronic methods will also bring a cost saving to the business and with greener credentials, it will give The JM Group an edge with clients and candidates by providing a digital workflow. Prior to Mercury xRM, weekly sales reports had to be collated manually but now with instant access to this information they are able to gather and manipulate their data far more quickly which has reduced this key activity by 3 hours per week.

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.