

C&M recruitment identifies TaskCentre as the ideal candidate for automating its costly administration.



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David Robinson, Financial Director for C&M

EZ Access

TaskCentre®

The leading Business Process Management Solution

Business Requirements

- ⇒ To eradicate repetitive and costly administration
- ⇒ To further enhance client and candidate communications
- ⇒ To automate invoicing procedures
- ⇒ To improve the visibility of information throughout the company

Solution Deployment

- ⇒ The extraction, formatting and delivery of information to and from its EZ Access database
- ⇒ The extraction, formatting and delivery of information to and from its Access Dimensions database
- ⇒ The extraction, formatting and delivery of information to and from its Tempaid Payroll Software database
- ⇒ The formatting and delivery of information to C&M’s Intranet

Business Benefits Delivered

- ⇒ Improved communications with both the client and candidate
- ⇒ Reduction in the number of administration staff required by the company
- ⇒ Reduction in operational costs
- ⇒ Dramatic increase in the visibility of management information
- ⇒ Strengthening of its reputation as a business innovator
- ⇒ Prompt and 100% accurate invoicing
- ⇒ New and improved services available to clients and candidates

► **Company**

C&M Recruitment

► **Industry**

Recruitment

► **Geographies**

United Kingdom

Case Study: C&M Recruitment

AUTOMATING BUSINESS PROCESSES

TaskCentre

Orbis Software (UK)

C&M are recognised as the United Kingdom's leading recruitment agency for the travel sector. It has a turnover in excess of £7 million and employs 40 specialised members of staff.

The company has been established for 8 years and operates to ISO and IIP standards. Earlier this year, C&M were voted one of the Sunday Times 100 best companies to work for.

C&M and its initial interest in TaskCentre®

Over the last 8 years C&M have expanded considerably and it has undoubtedly positioned itself as the first choice for travel recruitment solutions. However, as any company will testify, growth brings with it a number of challenges. In the case of C&M, these challenges were manifested as greater levels of administration, with a need to ensure that company procedures were being adhered to and an increasing need for real-time management information.

In short, the drain on employee time was beginning to affect company growth and this was highlighted by David Robinson, Financial Director for C&M, "The level of growth we have experienced will naturally be accompanied by new challenges and in our instance it was the increase in non revenue-generating workload activities. TaskCentre's Business Process Management (BPM) capabilities presented us the opportunity to systematically automate the time consuming administration tasks being placed on our employees. Furthermore, it offered the ability to deliver event specific information to key stakeholders such as candidates and C&M management."

C&M and its use of TaskCentre to automate invoicing procedures and client and candidate communications

Prompt and correct billing is a trademark of all successful recruitment agencies. Aside from the obvious benefit it provides the recruitment agency, prompt and correct billing differentiates the good from the not so good recruitment solution providers. No client wants to receive an invoice for a candidate that failed to show or that did not fulfil the agreed contract.

Although C&M has an excellent reputation within this area, it required a significant commitment in terms of administrative staff time as David highlighted, "Our success has been built on the quality of service we provide to both clients, and candidates but it required a great deal of human resource. To resolve this, we use TaskCentre to link our recruitment database (EZ Access) with our accounting software package (Access Dimensions) to automatically notify us when candidates have been confirmed as started. This ensures that prompt and accurate invoicing occurs."

In addition to this fully automated invoicing procedure, C&M also added TaskCentre's Advanced Business Alerts capability to its EZ Access application to automatically send consultants e-mail reminders to 'confirm starters' if they had not done so by 4pm on the due start date.

The primary benefit of this automated process to C&M has been a reduction in employee administration and consistently accurate client billing.

Case Study: C&M Recruitment

AUTOMATING BUSINESS PROCESSES

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Delivering timely and relevant information to clients and candidates is a core competence that successful agencies share. Effective communication breeds confidence and ensures that business relationships develop in the desired manner. Indeed, delivering information when it is needed is now critical to recruitment agencies because of the increasing levels of competition within the sector.

A good example of how TaskCentre's automation capabilities improved C&M's communication activities was highlighted by David, "Previously, a great deal of our consultant's time was used creating and sending standard communications, such as e-mails informing candidates of interview/placement details, maps or directions, rates of pay or other relevant details. Now, through TaskCentre, these details are automatically sent to the candidate saving countless hours of repetitive but necessary administration."

In addition to the automated task above, C&M are also using TaskCentre to automate the creation and delivery of contracts. For example, when a consultant receives confirmation from a client that a given applicant has been offered employment, and this has been entered into the EZ Access database, TaskCentre automatically creates and sends out the relevant contractual documentation. Not only does this save on administration but it enhances the reputation of the agency.

TaskCentre® and the automation of critical management information

As recruitment agencies expand, it is

important that management information becomes more fluid and visible. Real-time visibility of information is the backbone of effective decision-making, "Finding the time to run off a report and distribute it to other senior decision-makers is a luxury for the majority these days. As a consequence, we saw a great opportunity to automate the creation and delivery of our Crystal Reports using TaskCentre. Now, important information is automatically delivered to me by exception or on a time scheduled basis." said David.

To further support management decision-making, C&M have used TaskCentre to automatically update its intranet with Key Performance Indicators (KPI), "TaskCentre now automatically updates the company intranet therefore reducing the workload on IT support and improving the visibility of information." said David.

C&M's final thoughts on its use of TaskCentre®

To summarise the difference that TaskCentre has made to the business he said, "We've essentially automated the administration that most companies are still burdened with today. Our achievements so far is epitomised by the fact that we can deliver far more to our clients and candidates using TaskCentre, whilst reducing the number of administrators we employ by three."

When asked to comment on C&M's future use of TaskCentre David said, "We'll be looking to automate processes throughout the business but we will be focuses hard on delivering new information services."