

# CASE STUDY



A leading IT recruitment agency makes more than **£1,000,000** in-direct gross profit in **2 years!**

## CLIENT

A leading IT recruitment agency with a major footprint in Europe for SAP recruitment.



## Business challenges

The client had recently adopted a new Applicant Tracking Systems (ATS) technology to improve and optimise their recruitment process. However, lack of quality database was a disadvantage that prevented them from leveraging maximum out of their new ATS, which, in turn, limited their capability to cater to high volume requests of their customers. This database of 80,000+ candidates was in dire need of resuscitation.

However, they were concerned about the transition process and wanted it to be smooth both internally and externally with the candidate marketplace.

## How QX helped

- A dedicated team of 4 FTEs, which served as an offshore extension of the client's recruitment team, commenced database cleansing activity in Aug 2017.
- Team size grew from 4 to 22 overtime by Jan 2020 as the client realised QX benefits, and through our services, they expanded their capability to deliver better client service; allocating resources and headcounts to different projects that they were unable to execute through in-house resources.

## Benefits:

- Candidate search process in ATS was optimised; resulting in faster, accurate delivery of candidates, and improved talent engagement time for client recruiters.
- With most recent CVs of candidates added and duplicate profiles removed in the ATS, there was substantial improvement in accuracy, speed and overall quality of the application process.
- The injection of new candidates, especially candidates with niche skillsets, helped the client adapt with evolving market landscape

## Client Business Impact: (up to Jan 2020)

- ✓ **£1,000,000 indirect gross profit** generated in the last two years
- ✓ **£314,753 direct gross profit** generated through active candidate sourcing in the last year
- ✓ **60+ indirect placements** in the last year
- ✓ **28 direct placements** in the last year
- ✓ **19,000 duplicates removed – Zero duplicates in the ATS**
- ✓ **£155,000 direct gross profit** delivered by the candidate pool generation team by supporting 8 placements in the last 12 months.
- ✓ **8,500 New candidates added**

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## Activity 1 : Candidate Tagging (segmenting and grouping candidates for easy filter and search)

FTEs involved: **4**

Start date: **Aug 2017**

- ▶ More than 40,000 candidates tagged for easy client access up to Jan 2020
- ▶ New candidates are tagged on ATS within 48 hours
- ▶ Tagged candidates are retagged, whenever necessary, with core information

## Activity 2 : Reviving and Updating CVs

FTEs involved: **4**

Start date: **Nov 2018**

- ▶ Re-engaged 2,500+ candidates that had not been communicated with for over a year
- ▶ Collect updated CVs from candidates that were older than six months in the database

## Activity 3 : Eliminating Duplication

FTEs involved: **3**

Start date: **Apr 2018**

- ▶ Assessed and removed duplicate profiles
- ▶ Handled more than 19,000 duplicate profiles up to Jan 2020
- ▶ Continually detect and eradicate duplicate profiles on the ATS

## Activity 4 : Talent Delivery

FTEs involved: **6**

Start date: **July 2018**

- ▶ Active sourcing to cater to the client's immediate job requisition
- ▶ Utilised social media, candidate database sites, job boards and industry-specific platforms to deliver hard-to-fill vacancies

## Activity 5 : New Blood Generation

FTEs involved: **5**

Start date: **May 2018**

- ▶ New candidates with expertise in specific skills and geographies were passively sourced and added to supplement the current ageing talent pool
- ▶ Passive sourcing also focused on building a pool of hard-to-find candidates with niche skillsets
- ▶ More than 8,500 new candidates added to the ATS