

# Recruitment Systems



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## Recruitment Systems cover the world with WebEx



### INDUSTRY

Recruitment

### WEBEX APPLICATIONS

Meeting Center

### SUMMARY

Using WebEx, Recruitment Systems is able to meet prospects from around the world without leaving its offices in Canberra. The ability to demonstrate its products online, at a moments notice, using WebEx allows Recruitment Systems to close deals with clients as far away as Canada and Johannesburg.

### ABOUT RECRUITMENT SYSTEMS

Recruitment Systems is an Australian owned company that provides powerful client-server recruitment software to recruitment agencies throughout the world. Recruitment Systems' software streamlines and automates the recruitment process, enabling agencies to work more efficiently.

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Recruitment Systems understand that one of the key operational bottlenecks for recruitment agencies is the task of updating candidate details onto their database. It provides agencies with a Complete Recruitment Information System (CRIS) designed specifically to ease this burden by not only removing these processes but enhancing them.

CRIS streamlines recruitment processes by automating communication with candidates, removing laborious data entry, simplifying performance management systems, and automating the management of ingoing and outgoing emails. The end result is an extremely fast, flexible and user-friendly system designed specifically to meet the needs of recruitment agencies.

### The challenge of meeting with prospects

A fundamental part of Recruitment Systems' sales process is meeting with prospects and demonstrating its software. Being a Canberra based operation, this meant the majority of sales meetings happened out of town or interstate which put a strain on resources.

Neil Bolton, CEO of Recruitment Systems explains, "The key to achieving sales is demonstrating to the customer how our software works, so they can actually see for themselves the

benefits. Therefore, we need to get as many people involved in software demonstrations as possible.

"We might have to visit a prospect two or three times, give some presentations, fill in some forms, and finally give an executive presentation to the board to get them over the line, and because we're based in Canberra the majority of these visits meant travelling out of town, inter-state and even overseas.

"We spent a lot of time, and money, in transit. We're dealing with a high-investment product so if the deal came off the trip was worth it but it put a huge strain on our resources. We needed a more efficient and less costly way to place our software in front of potential customers, but in a way that still showcased our product effectively." said Neil.

### The Solution

After attending a handful of web conferences during business meetings, Neil began to realise that meeting prospects online would be an excellent way to expand Recruitment Systems' market reach.

Neil continued, "I had attended a couple of web meetings, and the experience made me realise that technology has made the world a much smaller place and I started to think about how web conferencing could improve our sales process. The traditional process of meeting people in person is time intensive. Using web conferencing we could meet with and present our software to prospects at a moment's notice, no matter where these people are in the world.



"We explored what other web conferencing providers had to offer, but we chose WebEx because it was easier to use and much more reliable than the other web meetings I'd attended."

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### The benefits of a wider audience

Recruitment Systems has greatly expanded its reach, and is now able to demonstrate its software online wherever prospects are located, without having to waste time and resources travelling to prospects' sites. This expanded reach has resulted in an increase in new clients which Neil attributes in part to the success of live online demonstrations using WebEx.

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More recently, Neil received an email late one Friday afternoon from a potential prospect in Johannesburg. Recruitment Systems gave a demonstration via WebEx to the prospect and his business partner, who was in Gibraltar, and that Monday they signed up.

"That particular deal is a great example of how small the world is today. The prospect was chatting via email to a Recruitment Systems' client in Sydney who suggested they look at our software. Next, I was giving a demonstration via WebEx and on the Monday we had the deal. Without WebEx it wouldn't have happened – we couldn't have responded as quickly as we did."

"I think that WebEx's time is now. Businesses can't continue to use old fashioned ways of making sales if they want to succeed locally and globally. By thinking differently and using tools like WebEx we've been able to sell our product to the world without leaving our desks."

"Three years ago I would have said that the only way to finalise a deal was to meet with people face to face, but I don't feel that's the case anymore. I haven't actually met 25% of our clients in person, which isn't the way I like it because I'm a people person, but it means that when I do meet with clients, it's to share a drink and get to know them rather than just business." said Neil.

### The future

Pleased with the reliability of WebEx, and the success that it's had with web conferencing, Recruitment Systems has no intention of going back to the traditional sales process.

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Neil added, "So far we haven't had any hiccups with WebEx at all. We've held web conferences with lots of different users, including those with minimal computer skills, and no one's had any trouble logging in. This is probably the most important aspect for us because our prospects have to find the online conference easy to navigate."

"We've also started using WebEx for support purposes. Our support team is based in Canberra and they had been using Windows Remote Access to provide customer support. But we've realised that WebEx can provide much more efficient access to customers' computers which is something we'd like to explore further."

"We're also looking into how WebEx can be used for training purposes. We'd like to create an online library of pre-packaged training materials that clients can access when necessary."

"WebEx has been an excellent investment for us, and the success we've had since we began using web conferencing has led to plans for considerably expanding the sales team. So, I think we'll be using WebEx a lot more in the future." concluded Neil.

## HIGHLIGHTS

- Closing sales with international recruitment agencies, without leaving its offices in Canberra
- Reducing the strain placed on finances and resources through constant travel to and from sales meetings
- Expanding its reach into the local and global marketplace