

## ComputerWorld Personnel recruit Microsoft Dynamics CRM

**CW PERSONNEL**  
more than just IT people



### Industry

Recruitment

### Challenges

Launching a new business venture has its own unique challenges. Upgrading to a modern customer-centric solution that allowed for complex searching and candidate matching, greater visibility of client requirements and a holistic view of the performance of the business.

### Solution

ComputerWorld Personnel implemented Microsoft Dynamics CRM 4.0 with consultancy from Crimson Consultants.

### Results

Through an increase in productivity, the recruitment process was shortened. The recruitment consultant had more time available to chase business and as a result placed more candidates. In addition, the search functionality led to better matched employees which increased customer satisfaction.

“The entire management of our recruitment business is now being handled by Microsoft CRM.”

Jon Osborne  
Managing Director



Located in the prestigious Leigh Court Business Centre, Bristol, ComputerWorld Personnel (CWP) specialise in professional recruitment services for the IT sector. Covering the South West of England and South Wales CWP specialises in the placement of candidates in Development, Support, Management, ERP, and Business Intelligence. They work with a broad range of clients in Commercial, Industrial and Public Sectors.

“I have personally managed many successful businesses in my career and I took the fairly unusual decision when we started the ComputerWorld Personnel business to implement from ‘day one’ a set of procedures and systems that would allow the business to grow and scale without re-implementing or reworking the infrastructure. In my experience, too often, businesses ignore these practises to their detriment later on in their growth cycle.” said Jon Osborne, Managing Director.

CWP, like many organisations, is having to contend with more competition in the sector and the need to deliver outstanding customer service to both clients and candidates is vital for continuing growth. Crimson Consultants were well placed to help CWP.

“We engaged Crimson as our preferred supplier of a recruitment system because it was based on Microsoft CRM and not only did they demonstrate domain-knowledge, they provided us with the option for development services that enabled a solution to be built that matches and surpasses the ‘old favourites’ that we shortlisted in the recruitment management product space,” Jon Osborne added.

With experience of delivering solutions on the Microsoft CRM platform, Crimson Consultants designed, developed and implemented a solution to meet the needs of a growing recruitment management business including:

## Candidate Matching

“The sophisticated Search and Match features of the Crimson additions to Microsoft CRM enabled us to quickly and efficiently manage taking on new vacancies and candidates. Very quickly we can build shortlists of prospective candidates, communicate with them using email or SMS and arrange interviews at the click of a button”

Jon Osborne  
Managing Director

- Ability to profile clients and their recruitment requirements.
- Ability to profile candidates, together with past experience, skills and work history.
- Sophisticated search and match functionality for candidates to vacancies (and vice versa).
- Management of the entire recruitment process from initial vacancy to candidate matching, interviewing process and eventual placement.
- Streamlined sales lead and opportunity management.
- Communication and activity tracking including candidate interviews.
- Newsletter and email message production
- Creation, execution and management of marketing campaigns.
- Reporting and notifications on vacancies via SMS, email and website
- Auditing of key business data.
- Business process automation.

### Benefits

Microsoft CRM ‘Works The Way You Work’—meaning it integrates seamlessly with the software already in use including Office and Outlook. The ability to take incoming candidate emails across to the CRM system in one click and upload the CV documents and references to provide a streamlined process for users of the system.

A search and match engine provides the ability to quickly derive a list of vacancy to candidate matches and an automated method to email CVs to clients for review that can be fed back to create interviews and the creation of offers.

The success of the project at CWP has been a combination of the right product, Microsoft Dynamics CRM 4.0, the right approach, using elements of Prince II to ensure early staff buy-in to the project, and the right partner, Crimson Consultants.

As a bi-product of implementing Microsoft Dynamics CRM for Recruitment, is the ability to leverage the business data to fuel the in-built business intelligence capability of the solution. With greater visibility over all aspects of the business more insightful decisions are now being made at CWP.

### The role of Crimson Consultants in this engagement

Crimson Consultants provided business, technical and development expertise using Microsoft Dynamics CRM 4.0 and SQL Server 2005 to deliver the solution to CWP. The project included business analysis, consultancy, development, training and project management. The project duration was just over 2 months. Future possible directions for the system at CWP include integration with popular job websites such as Monster and BroadBean, social networking integration, and Client and Candidate Extranet access to enable self-service.

### About Crimson Consultants

Crimson Consultants are a UK-based consultancy firm specialising in business improvement through the use of integrated business management applications. Using tools such as Customer Relationship Management (CRM), document management and internal and external collaboration solutions, Crimson help provide organisations with competitive advantage that is innovative and evolve with the changing needs of a business.

