Streamlining recruitment processes to improve placements

The client is one of the leading players in the staffing and consulting industry and has offices both in the US and in India. It is an IT solutions and services provider exclusively for the insurance industry.

Overview

The client needed a staffing solution to sustain their growth strategy, and also to respond quickly to job orders. They wanted to automate and streamline routine transactions to provide a consistent process, to store and retrieve data with special emphasis on client and contact management, resume management, requirement and pipeline management.

They have been a happy Zoniac client for 2 years now.

Business Challenges

The client has offices in US as well as India and it was difficult for the sales and recruiting staff to find information quickly. They were mostly using Outlook and excel and the information was distributed in different systems. They were not able to share candidate, client and requirement information across their company. This was preventing them from working as a team.

The client wanted to build a sizeable centralized candidate pool and was looking to eliminate the need for people to perform manual data entry.

Their sales people wanted a reliable bulk mail system to market their jobs and consultants.

Zoniac Solution

Zoniac Premium, a web-based, end-to-end operations solutions was implemented in the client's place.

The system allowed everyone (with appropriate security privileges) to access candidate, client and requirement information in real-time and to be able to track that information with ease. Email events were configured such that mails were sent to respective recruiters to whom the requirements were assigned.

The resume parsing tool integrated with their Outlook extracts data from online resumes in an intelligent way. Today their centralized candidate database size stands at nearly 75,000 resumes.

Zoniac's bulk mail manager provided a powerful and an easy-to-use interface for mailing hot lists and job lists without clogging their desktops. There are options to select elegant and creative templates to mail the lists. The unsubscribe option too is available for the recipient as per the can-spam act.

Benefits

The 100% web-based Zoniac Premium solution gave sales people immediate access to client, candidate and requirement information from anywhere.

The resume parser extracts and creates an incredible richness of candidate information without significant time investment.

Engineers from Zoniac made an on-site visit to the India office to facilitate adoption and system use among the end users.

Overall, the Zoniac premium implementation generated productivity improvement opportunities that reduced management costs significantly.