

Scalable, secure, affordable On-line Applicant Tracking System

This case study is based on a small client in the staffing industry with office in the United States.

The client offers a range of solutions and services to address the technology needs of IT companies in a variety of vertical business segments like insurance, banking and finance, health care, manufacturing, retail and provides solutions and services in technologies like Microsoft technologies, Sun technologies, IBM technologies, ERP and CRM solutions, Web server technologies, data mining and business intelligence solutions.

Challenges

Workflow process

The client realized that in order to build a robust recruiting arm with a strong recruiting workflow processes they would need an applicant tracking system (ATS).

Growth challenge

The client noticed that the recruiters were managing a steadily growing volume of candidate and client communications. It was not possible to manage this information using spreadsheets and an email client.

Tracking performance

The client also felt the need of configurable, accurate management reports.

Affordability

The client was scouting for a secure, affordable online ATS (Applicant Tracking System) with little or no infrastructure/implementation costs.

Solution

The client developed a list of ATS requirements that ultimately led them to choose Zoniac Swift Online as their ATS solution.

Zoniac Swift's easy-to-use interface and a configurable workflow mirrored their business process. In Zoniac Swift, information flows from sales activities, applicant tracking, to managing requirements, pipeline, placement and reporting.

The requirement and pipeline module was invaluable - when a requirement is sent to the client, it is entered into the system with a few clicks. An alert is then fired off to recruiters to begin the sourcing and pipelining process.

The client wanted visibility into every client and prospect relationship assigned to each sales person and this was possible through real-time updates of all emails, notes and activities.

Implementation process was smooth and easy - the client was particularly impressed with the outlook integrated tool which helps them to import their existing candidates, consultants, clients and contacts into Zoniac Swift with just a few clicks.

Cost was a major factor for this client. Other softwares have a minimum of one year contract. With Zoniac, the client could subscribe the software on a month-to-month basis.

Benefits and Outcome

The benefits enjoyed by the client included...

Implementing Zoniac Swift (Online) improved scalability enabling the client to manage client relationships to generating more job orders thus removing the constraint to business growth.

Support provided directly by Zoniac support engineers ensures rapid answers to application-related questions as well as prompt delivery of product upgrades.

Based on the enhanced effectiveness and ease-of-use of Zoniac Swift (Online), the client has been able to generate more job orders that result in faster placements.