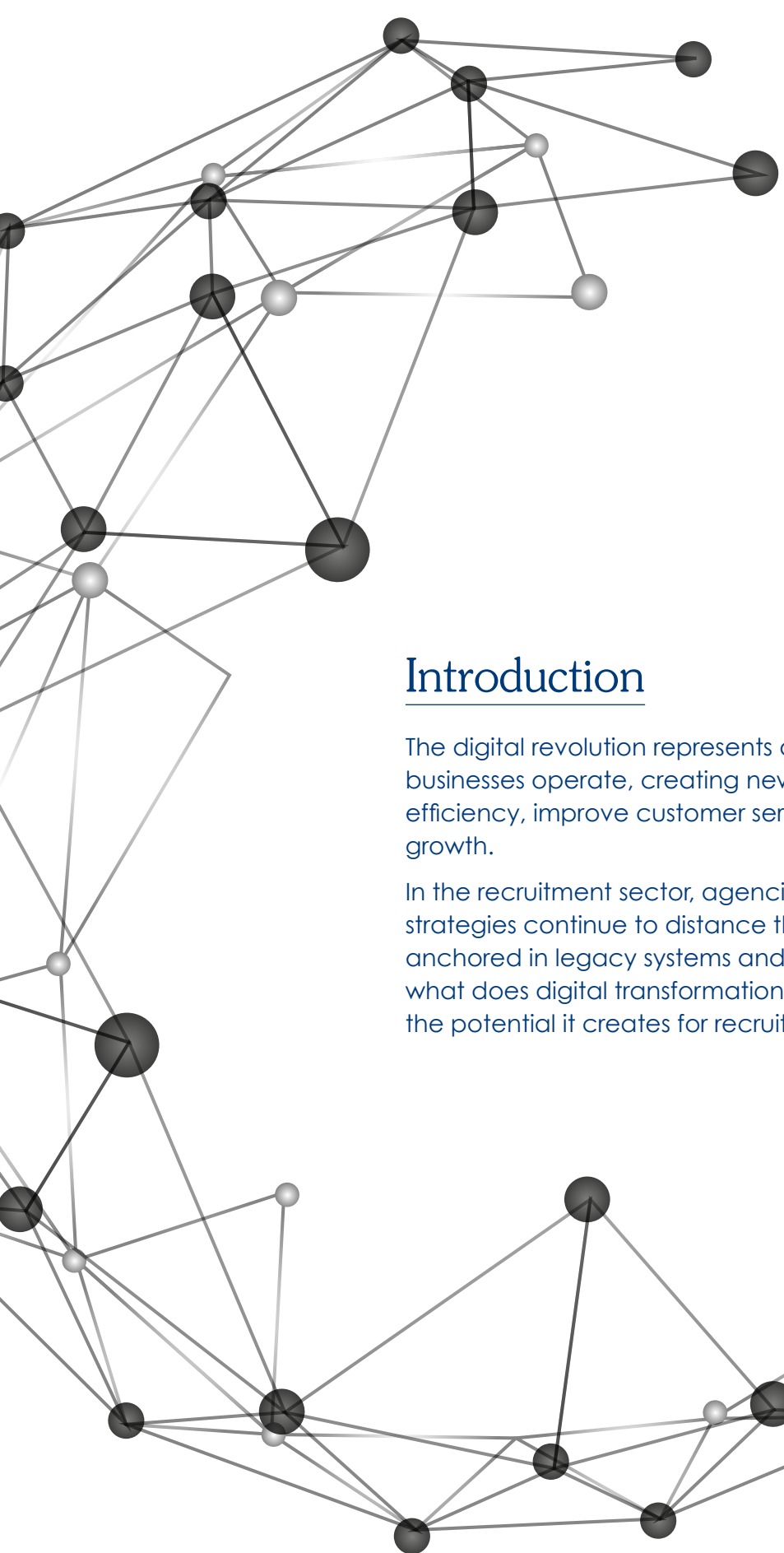


How technology suppliers can assist recruitment firms on their digital transformation journey





Introduction

The digital revolution represents a step change in the way businesses operate, creating new opportunities to drive efficiency, improve customer service and supercharge growth.

In the recruitment sector, agencies with effective digital strategies continue to distance themselves from competitors anchored in legacy systems and analogue processes – but what does digital transformation really mean, and what is the potential it creates for recruitment companies?

What is “digital transformation”?


The phrase “digital transformation” may seem to get thrown around a lot. Along with other hot topics like big data and AI, it’s a concept that pops up wherever there’s discussion about the trends and currents shaping the modern business landscape.

But digital transformation is much more than a buzzword – it’s a permanent transition changing the way businesses operate internally and provide value to their customers.

Simply put, **digital transformation is the introduction of technology and digital tools to replace physical processes.**

Examples are everywhere in daily life, from digital boarding passes for air travel to paperless banking and online statements.





Driven by a combination of changing consumer behavior, regulatory pressure (think GDPR and data privacy) and technology advancement, digital transformation is a strategic business evolution affecting internal culture, customer experience and both top and bottom-line growth.

In every sector of every market, businesses are looking at ways to use emerging technology to gain an edge over their competitors, run faster, better serve their clients and save costs.



How does digital transformation affect recruitment?

Digital platforms can be leveraged to improve a wide range of areas of recruitment agency operations, enhancing business performance across finance, sales, data security, marketing and management.

Specifically, digital transformation impacts recruitment companies in three key ways:

- **Operational Efficiency** – technology can help agencies automate mid and back office processes, integrate workflows and minimise manual tasks, serving to create greater efficiency and reduce human slip-ups in key administrative processes.

A year on from the introduction of the GDPR, the grace period for agencies adapting to new data privacy laws is well and truly over, and systems lacking robust in-built GDPR compliance leave companies open to significant risk.

Efficiency goes beyond data regulations, however, and everywhere from managing contractor timesheets online to automating commission calculation and notifications for consultants, the right digital setup unites disparate and time-consuming processes in a streamlined platform.

- **Recruiter Productivity** – tools designed to accelerate key steps of the recruitment cycle allow recruiters to deliver larger volumes of high-quality activity, raising per-head output and boosting revenue generation.

Across candidate search, client relationship management, email marketing and other core functions, technology solutions exist to help turn every recruiter into a hyper-efficient billing machine.

- **Customer Experience** – The combination of digitally optimised sales, search and back office processes creates a faster, more accurate service for recruitment agency clients and candidates.

Integrated communications platforms across inbox, email marketing, CRM and SMS help recruiters track correspondence and keep multiple plates spinning, while advanced applicant search capabilities enable a more personalised experience for candidates and a speedier, more precise service for hiring managers.

Despite the potential impact on recruitment businesses, however, digital transformation is not an external force sweeping over the industry.

Instead, the move to 'go digital' is a pro-active step taken by agencies looking to harness the capabilities that emerging technology offers.

And, as clients and candidates continue to gravitate towards tech-enabled agency partners, businesses who fail to keep up with the pace of change may face increasing challenges remaining competitive in the modern digital economy.



What are the opportunities for recruitment agencies?

Recruitment agencies can harness 5 key strategic benefits of a digital-first approach:

1. **Connected Systems** – a core goal of digital transformation programs is to integrate frequently-used applications, creating accelerated workflows and improving user efficiency.

For recruiters, moving between systems and manually duplicating important information can be a crippling time-drain, resulting in decreased output, gaps in data and inconsistent work quality.

A digital platform which connects key tools can plug these workflow gaps, enabling recruiters to optimise their use of available technology and scale up their productivity.

e.g.

- **LinkedIn + CRM** – viewing candidate LinkedIn pages directly from within a CRM platform helps recruiters cross-reference CV and public profile information and avoid search duplication.
- **CRM + E-sign** – online document signing solutions accelerate business development by eliminating the traditional “print, sign, scan and return” sequence that can paralyse new client sign-up.
- **CRM + Email Marketing** – direct database and email marketing integration allows recruitment marketers to build and run timely, personalised marketing campaigns and drive engagement based on up-to-date client and candidate data.

2. Automated Manual Processes – a reduction in the time recruiters spend on low-skill manual tasks frees up bandwidth to concentrate on high-return activities with more direct top and bottom-line impact,

Not only do most recruiters hate admin work, it also eats into time that could be used for driving KPIs and building pipeline.

Tech platforms can help both lighten the load on recruiters and improve the overall quality of work by automating frequent tasks and digitising key recruitment process steps.

e.g.

- **CV Parsing** – intelligent data capture features in CRM technology can create candidate profiles directly from CV documents in any format, whether submitted via website applications, sent by email or pulled from job board alerts.
- **Multi-platform Searching** – connected search systems allow recruiters to source candidates from their own database and external CV libraries from a single interface, without leaving their CRM.
- **Candidate Auto-match** – technology can prompt recruiters by pro-actively spotting matches between top candidates and open vacancies, key clients or job leads, creating new revenue opportunities from existing data.



3. Improved Consistency – the right technology support helps reduce human error, eliminating missed revenue opportunities and consolidating best-practices across the employee base.

Even the world's most talented recruiter can't get by on charisma and market knowledge alone, and a strong platform providing nudges, reminders and guide-rails throughout the recruitment process acts like a personal PA and makes sure that potential opportunity doesn't fall by the wayside.

The right technology environment is also key for new hires and emerging recruitment talent, shaping behaviour and providing a safety net to catch any important steps that might be overlooked.

e.g.

- **In-built Alerts & Reminders** – CRM systems can play an active role in keeping busy recruiters organised, with phases of the recruitment cycle configured to trigger prompts and reminders to check in or follow up with clients and candidates.
- **Integrated Workflows** – digital platforms help define how internal teams work together, whether it's candidate researchers working with sales teams, recruiters liaising with finance or cross-brand collaboration, technology adds consistent structure to key processes.
- **Flexibility & Cloud-based Access** – mobile apps and SaaS-based solutions connect recruiters to tools from any location or device, ensuring deals aren't delayed or lost to lack of access to key information.



4. Integrated Compliance – centralised, integrated digital systems help companies maintain control of customer and business data, eliminating silo-ed functions and making the task of keeping compliant with changing regulations simpler and more affordable.

The arrival of the GDPR in 2018 changed the game for data management, with recruitment agencies facing a ground-up rethink of how they collect, store and use client and candidate information.

Digital platforms with native GDPR compliance help agencies integrate the required user permissions, policy disclosures and data governance measures seamlessly into their daily operations, offering security to customers whilst steering clear of potential investigation and penalties.

Data security isn't only about GDPR, however, and digital platforms can also help agency owners control who can view, modify or download their business information, setting permission levels and restricting access.

5. Holistic Data Analytics – connected digital platforms allow companies to review complete data sets, analysing key trends, identifying issue root causes and anticipating potential obstacles, as well as making it easier for leadership teams to share and access essential business statistics.

Without an integrated digital infrastructure, important information on employee performance, customer profiles and activity metrics can be lost, or critical links between systems lead to an incomplete overall picture.

True digital transformation brings all areas of business operation together into a centralised hub, joining the dots for data analysis and allowing agencies to better understand and optimise the way they work.

e.g.

- **Analytics & Reporting** – a comprehensive viewpoint on business information means the ability to connect recruiter output with results, identify key activity ratios, and plan strategic factors such as training, workflow optimisation and employee incentives around an accurate anchor in data.
- **Information Sharing** – the ability to easily share data analytics between team members helps agencies stay agile, allowing managers to distribute or automate important reports and dashboards to keep their teams working responsively.
- **Predictive Insights** – a full data picture not only permits business leaders to diagnose issues with past performance but to anticipate potential pitfalls, providing agencies with vital advance warning of problems on the horizon.



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