



## At a glance

Organization:   Employees:   Industry:

Adecco Select   150   Recruitment

### Challenge:

Time consuming administrative tasks and inadequate overview was preventing Adecco Selects advisors from focusing on selection.

### Solution:

WebCruiter Professional was chosen after thorough benchmarking against 7 world class competitors.

### Benefits:

Increased day-to-day effectiveness and adequate overview and control for advisors and management permits further growth - and a specialist focus on selection.

## Focus on Selection

Norwegian recruitment agency Adecco Select doubled its production from 2004 to 2005. They wanted a better overview – to spend less time on administrative tasks, and more on selection.

In WebCruiter Professional they found a solution which gathered all information and all processes in one place, and which gave individual advisors full control over their own contracts.

Today director Guri Larsen concludes that Adecco Select benefits from a problem-free process which lets the organization focus on selection.

## Existing systems restricted growth

Adecco Select was among the first Norwegian recruitment agencies employing web based technologies. After following technological developments from the first “automated applicant response” systems to solutions created to underpin the recruitment process from end to end, Adecco Select felt the need for a modern, world class, solution.

- Our existing technology did the job, per se, but only for a limited number of positions, explains director Larsen. But with larger volumes the solution was not effective. It was hard to get an overview, and this led to difficulties in our day-to-day operations.

- We had to repeat many operations manually, recalls Larsen, like when we had to publish logos on 8 different websites for each contract. These limitations stole a lot of time.

In Adecco Select they also felt they were unable to leverage the value of their CV database due to limited search functionality.

- If you cannot use your CV database effectively you will use much longer to find candidates and as a result you cannot serve as many clients.

But the showstopper was the individual advisors’ increasingly pressing need for an overview of ongoing processes. The advisors acquired an increasing number of clients and contracts which had to be managed. In the end the challenge represented by the increasing volume could simply not be ignored.

- There was a need for an overview when you logged into the system and you had to look for your own contracts. When an advisor had several contracts she would have to scroll down to find them, and this was very frustrating, says Larsen.

- Our advisors are there to make good candidate selections, not to deal with these administrative challenges.

- We had a need to organize our processes comprehensively, in a way which would allow us to have an overview, recalls Larsen.

”

With larger volumes our existing technology was not effective. It was hard to get an overview, and this led to difficulties in our day-to-day operations.

“

The goal was to collect all the information the advisors needed in their day-to-day work in one system, in one place, so that every single advisor would have the overview of their individual contracts.

## Benchmarking world-class solutions with high volumes in mind

Adecco Select entered into an extensive aquisition process, where 7 world class solutions were benchmarked against each other in different countries.

- We benchmarked all the solutions, all the way down to the user experience, explains Larsen. We would enter contracts to see how things worked in practice. The solution may be suitable for two open positions, but we wanted to know how it would work with 200.

- Things may seem adequate when there are not so many positions to deal with, but with 1500 to 2000 recruitment contracts per year the situation is a different one altogether.

Adecco Select eventually concluded that WebCruiter had the best total solution, taking into account features, functionality and price.

- As a recruitment agency we have very particular needs. We have several contracts, and |contracts of different types.

- In addition to this we have the client dimension, explains Larsen. We have a need to manage clients in the system. While other organizations may have a organizational structure with several divisions, we have several hundred customers.

”

The process is running smoothly, and we have an overview of everything in one place.

“

### **Focus on selection with empowered advisors and effective administration**

Adecco Select is of the opinion that they have reached the goal they set out to reach.

- Now every advisor has a complete overview of their own contracts. Advisors can easily see which contracts they are involved in, where in the process the contract is, whether the position has been advertised, if candidates have been assessed, and so on.

The problems with repetitive manual work and limitations on search in the CV database also belong to the future.

Guri Larsen is confident Adecco Select has increased the effectiveness of the advisors and put in place a foundation for further growth.

- The most important thing, says Larsen, is that the process is running smoothly, and that we have an overview of everything in one place.

- With WebCruiter Professional we can manage our daily work in one unified system, in one place, she explains. We have also integrated the solution with testing tools and the publishing

technology Papirfly which automates the production of job ads for print media.

Simple training is another benefit as Larsen sees it. She says it only takes half a day to make a new advisor operational, and that support requests are few, in her opinion indicating ease of use and an intuitive interface.

For Adecco Select the solution has also proven itself as a management tool. According to Larsen she always has a full overview as a manager.

- I can easily analyze our performance vis-à-vis budgets and goals. With the click of a button I can see how many positions we are advertising and who is doing what. WebCruiter Professional is not just an administrative tool, but a management tool, says Larsen.

”

Now we can finally focus on selection, rather than on administration.

“

With a problem-free process and a complete overview Adecco Select's advisors finally have the ability to focus on selection.

### **For professionals, by professionals**

The way Guri Larsen sees it, it is no coincidence that WebCruiter Professional is the most competitive product considering the needs of Adecco Select as a recruitment agency.

- WebCruiter has experience with, and has its roots in, a recruitment organization.

- WebCruiter is a valuable discussion partner, and they are great at finding solutions, she concludes.