



# For competitive advantage in 2018, trust your telephone

Recruitment eBook  
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# Introduction



The recruitment industry is in a period of mass disruption. Emerging technologies and increasing flexibility in the workplace will impact a recruiter's internal operations as much as the candidates they place. Have you heard of a Time Broker (timebanking.org)? A Virtual Reality Director? Or a Prosthetics Technician for mind-controlled 'smart' prosthetics? These are the jobs of the future and this is the world recruiters must adapt to thrive within.

To thrive in this highly competitive age, it's fundamental that the industry focuses on improving productivity that will facilitate financial performance, while also improving social well-being. The industry is centered on people and a recruiter's growing millennial workforce won't stand for a poor internal experience. You must evolve your processes not just your customers and bottom line, but staff retention also.

The 2018 UK Customer Satisfaction Index (UKCSI) revealed recent research into the relationship between customer satisfaction and financial performance. It demonstrated that consistently achieving higher levels of satisfaction than competitors is linked to stronger turnover growth, profit and employee productivity.

Management and boards have a responsibility to remain competitive so they must embrace new business models and technology to deliver on higher expectations from all stakeholders.

# Recruiters who phone candidates earn more

Recruitment is much more complex than matching skill sets to job specifications, it relies on relationships.

Building trust with clients and candidates is paramount for success and the telephone remains one of the best tools for the job.

Recent research by data specialists Hirabl finds that senior recruiters spend 15% of their week on the phone. However, according to the Global Recruiting Survey, phone calls to candidates has declined by 30% (2016-2017). If you want a competitive advantage in 2018, trust your telephone (and the data). The Global Recruiting Survey 2017 also revealed that recruiters who rely on the phone vs using e-mail and LinkedIn's InMail alone, earn more. The phone is hands-down the most effective way of contacting candidates with a 44% response rate in comparison to 35% via LinkedIn (Global Recruiting Survey 2016).

Investing in an intelligent, data-driven and automated telephony system is the easiest way to work smarter, not harder.



# Get the basics right and tighten your margin

In the UK, recruiters helped almost a million people find a permanent job in 2016/17 and total revenue in the industry has reached £32.2billion (Recruitment and Employment Confederation). The industry itself continues to employ over 100,000 and the top 15% of agencies are achieving margins of 25% or more. It's a lucrative business and if you genuinely care about your clients and candidates, you'll view performance based targets as part of the game.



## But how do you achieve company revenue goals and maximise your margin?

KPIs are an art and science. It is easy to get overloaded with data points which then have the opposite effect of driving performance. It is logical to have some high-level KPIs eg. Interviews Per Week but to really tell a story, it is important to support this with supplementary metrics such as Calls Per Week. When this efficiency metric is broken down further by region or staff member, the real picture starts to emerge. There is no point measuring metrics for metrics sake, a solid strategy is essential. The industry is evolving faster than ever before and that's in a large part thanks to the pace of change in technology. Today, there is no need for any recruiter to make random canvassing calls. If you're going to leverage the phone (and use it as a tool to compete) you need to ensure that you're following up on a targeted list with genuine potential. Save time and increase your strike rate by automatically sorting your call lists into hottest prospects first.

# Invest in your team or they'll put you on hold



Business is about people and never is that statement truer than in recruitment. To be a good consultant that reliably achieves a sales quota, the individual must be proactive with huge amounts of energy, no matter what's happening at home. Positivity and tenacity are vital traits. Your team will have their own goals and desires, while they work intensely with candidates to help them fulfill theirs.

To improve productivity, sales performance and customer service you need an environment of mutual respect between managers and consultants.

**If you won't invest in your processes and technology, you can't expect your team to perform to the best of their ability or remain engaged.**

Glassdoor gives candidates the inside scoop on what a company is like to work for thanks to employee reviews and personalised salary tools. This platform is well used by the candidates you place and it certainly won't be lost on your own staff. In January 2018, 30,000 full-time recruiter sales roles were posted. If you're making the job more difficult by ignoring the productivity enhancements that intelligent telephony can bring, you're inviting your staff to walk.

For example, when a candidate calls back it's a better experience for them, and your team, if their information is automatically highlighted to the recruiter so they can personalise the conversation from the start, as well as saving their time.

# Integrate or chase your tail



Machine learning, artificial intelligence and data mining are terms that are being referred to in conversation almost as frequently as the weather. As consumers, we live in an omni-channel world which Deloitte describe as an integrated retail environment. Every brand from Chanel to Ikea must unify their customer experience on their website, phone systems, stores, social media and more. The recruitment industry is no different and it cannot ignore these technological and social advances if it wants to remain competitive. To deliver a truly uniform experience requires deep integration of systems.

Think of blended reporting as turning the lights on in a dark room. Comparing call statistics with deals closed, lead source etc and analysing the business impact, will give you the answers you need. Don't underestimate the value of knowing exactly where to invest resource and time to get faster, more accurate results. Another benefit of an integrated working environment, is productivity gains. Click-to-Dial (CTD) when reviewed in isolation might appear like a "nice to have" but when the hours spent dialling are multiplied across all staff (don't forget manual errors or re-dialling candidates who can't take the call etc) it represents small efficiency gains per person, which make a significant impact overall.

If you're growing your business, training and supporting new hires and coaching them in your style will be important. But how much control do you really have? Classroom environments and role play will never beat real-life exposure - how do they think and react in the moment? The ability for managers to listen to call recordings is the only way to generate a feedback loop which truly drives behavioural change. Making this a group exercise will benefit the entire team and raise the company's overall standard.

# About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.



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