



CASE STUDY

SMS Server

PROFILE



Industry
Recruitment

Founded
2006

Website
www.360recruitment.com

Category
B2B / B2C

Customer Since
2008

PROJECT

Objective

Needed a solution that would differentiate it from the competition and improve communication, both ways, between its staff, candidates and clients.

Solution

Deployed SMS Server to integrate with Microsoft Dynamics NAV system. Used in areas such as database cleansing and also introduced two-way messaging.



Business Impact

Revolutionised communication between company, clients and candidates. This has led to better customer satisfaction and improved the company's reputation.

Integrating SMS Server and Microsoft Dynamics NAV for 360 Recruitment

360 Recruitment is a market leader in recruitment for commercial, industrial and technical business, supplying temporary and permanent staff to thousands of organisations throughout the UK. It also offers HR services, training, consultancy and franchise recruitment.

The Challenge

With a proliferation of agencies within the recruitment sector, 360 Recruitment endures continuous competitor rivalry. It has become the norm for candidates to sign up to more than one recruitment agency and this causes fierce competition between agencies. The ability to communicate efficiently between candidates and a prospective employer is imperative to a successful recruitment business.

Chris Cook, Director of 360 Recruitment, highlighted the problems the agency had: "Competition amongst recruitment agencies is very intense. We wanted a solution that would firstly differentiate us from our competitors and secondly provide us with a solution that would take our communication to another level. The solution we found was SMS Server."

The Solution

360 Recruitment deployed M:Science's SMS Server, the strongest corporate end-to-end text messaging solution, running from its Microsoft Dynamics NAV business software system.

M:Science has harnessed the power of SMS into a powerful application that allows users to rapidly deploy text messaging capability to systems, websites and applications. SMS Server enables organisations to provide two way SMS messaging facilities to their personnel and corporate information systems using existing messaging infrastructure and line of business applications.

M:Science SMS Server was deployed to improve some of the company's critical activities. The first application is the alerting of new vacancies to customers but there are many other areas in which SMS is becoming more widely used. For example, the implementation of SMS into areas such as database cleansing and ensuring that vacancy messages are only being sent to candidates who still require the information.

It is also used for day-to-day client contact where any enquiries and concerns can be instantly answered. One of its biggest areas of improvement is the significant increase in website traffic and online job applications. Movement towards a more electronic, customer controlled processes is the next phase of the industry's development.

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The Results

Chris Cook was first to recognise the benefits in implementing SMS into the system: "Our current situation was causing many problems. As candidates applied to more than one agency to find jobs, it was harder for us to reach the candidates before everyone else. We can now send out new job vacancies instantly, and immediately receive replies."

There are two knock-on effects from the implication of SMS: firstly the client fills their vacancy much quicker, and secondly the candidates are satisfied that they are hearing about the latest positions as soon as they are listed.

The improvement in the efficiency of the organisation has been remarkable: "M:Science SMS Server has revolutionised our communication between temporary personnel and available positions," commented Cook. "We now send relevant and accurate information to tens and hundreds of candidates in just one go. The system also changes the way in which job seekers can apply to the vacancies. In just a few keystrokes, candidates can reply straight back to us as well."



Future plans

360 Recruitment has many long term plans for the SMS solution: "We hope to use text messages for many other applications. We are looking towards setting up an IT system that will allow us to confirm and remind candidates about interviews," commented Cook. "The more we remind candidates about vacancies and interviews, the higher the chances are that the candidate will actually attend."

Phil Smith, Managing Director of M:Science commented on the success of the installation of SMS services into recruitment agencies: "SMS Server can be rapidly deployed and easily integrated into existing systems. The flexibility of the SMS server provides an attractive prospect for long term plans. In this case, recruitment agencies have been a really good example of the benefits our service can have to all."



www.m-science.com

Address: 2 Nuffield Road,
Nuffield Industrial Estate,
Poole, Dorset, BH17 0RB

Tel: 01202 241120

Email: enquiries@m-science.com