

## resourcingcrm perspective on uptake of CRM & Proactive Sourcing

### Background

Avature is the first CRM system designed by recruitment specialists specifically for the recruitment market. The heritage of Avature was an offshore sourcing business using smart technology to provide corporations in the US with sourcing as a service, this evolved to today's software as a service (SaaS) business model.

The primary use of AvatureCRM is in the corporate market where sourcing specialists use the spider and CRM functionality to find candidates using proactive online channels in particular social networks.

Over the past two years the AvatureCRM technology has been adapted by clients to support a number of processes including:

- Redeployment
- Talent pooling
- Alumni & referral programmes
- On-boarding
- Web based sourcing
- Surveying
- Repository for competitor information
- Major account management
- RMS for small recruitment agencies

Since September 2009 resourcingcrm has brought on over a dozen customers in the Asia Pac region typically with numbers between 1 and 5 users, the majority of these in the corporate market.

Initial customer usage of AvatureCRM has been alongside an ATS, with the purpose of building specific job family related talent pools. Additional objectives have included sourcing for active jobs, gathering internal and external market intelligence, competitor profiling and candidate targeting, referral lead generation and EVP evaluation.

Whilst in the past two months resourcingcrm's emphasis has remained in the area of proactive sourcing we are increasingly incorporating the management of Alumni programmes as part of the solution.

### Avature Features & Benefits

The features and benefits that have generated interest with companies in the local market to date include:

#### Sourcing from the Open web & Websources

1. LinkedIn is commonly used by corporate recruiters however with typically low level of sophistication. Few companies are getting the most from social networks and the Open Web and improving the proactive hiring from these channels is a key objective in 2010.
2. Websources are online sites where a login and password is required – LinkedIn and Link Me have been the two main sources for companies with more recent deals asking for links to be developed between the ATS and Avature to allow candidates to be pushed and pulled from each system. We will embark on our first of these customer integrations in Q3 with the Taleo ATS.

#### Candidate Relationship Management (CRM)

1. A bespoke workflow builder has enabled organisations to set up a series of steps where automated actions take place and has been used for a wide range of processes (outlined on page one). As part of implementation processes (sourcing, recruitment, etc) are defined, contact management activities are automated and tagging and workflow allow for candidate segmentation and reporting.
2. For many organisations CRM is a new initiative and often has not consistently been applied. In each new customer environment implementation has been a change management activity where

processes are documented, standard communication templates, forms are created, revisited signed off and embedded in the process.

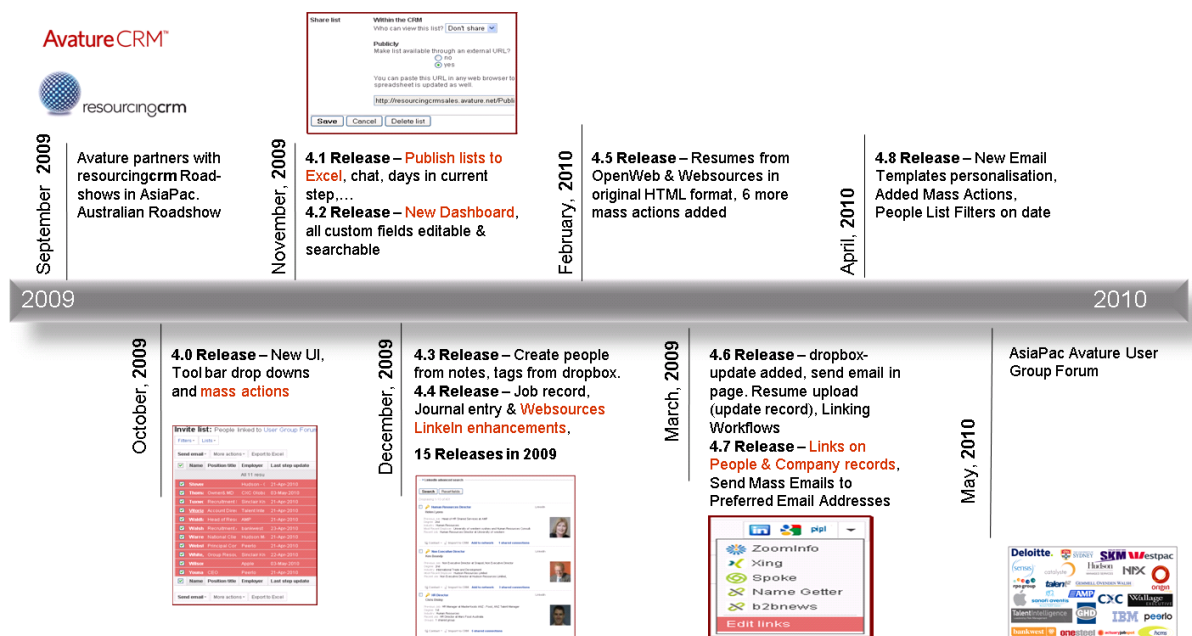
3. Applying CRM to Alumni programmes to target candidates lost pre GFC, as a result of the GFC and as a response to predicted increased levels of attrition in 2010.

### Reporting

1. Everything captured within the AvatureCRM can be used (every field on every form) to create lists and therefore be reported on.
2. All lists can be exported to Excel with a URL link allowing for dashboards or information to be shared with anyone who has access to excel and the internet. Increasingly customers are creating excel lists and dashboards which are sent to specific audiences to keep on their desktop, by simply clicking refresh data the URL link enables the user to have a real time view on their reports.

### Speed of Development

1. Since September Avature continues to release new features monthly.
  - a. Development to date includes List function (described above), a chat function for users who are online and a number of CRM enhancements



Overall our customers to date have acquired AvatureCRM to drive increased efficiencies and outcomes in sourcing candidates proactively and thus decrease time to hire and increase conversion rates of candidates identified ahead of the hiring need.

As we look to an improving economy there is an increasing emphasis from organisations to:

- Identify high value high risk roles
- Manage high performers and internal mobility
- Succession plan and carry out gap analysis
- Talent pool from the external market place

In our opinion AvatureCRM is the tool that has the flexibility and robustness to support these initiatives which will enable organisations to better manage proactive recruitment in particular in those roles that create greatest organizational ROI.

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