

Shortlist Recruitment

You're hired: Zoho Recruit ticks all the boxes in a competitive sector

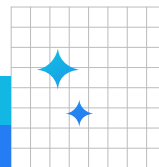


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The Company

Matching the Best & brightest.



Shortlist Recruitment specialise in pairing highly skilled data science specialists, technical developers, product delivery experts and software engineers with forward-thinking, ambitious employers. With offices on both sides of the Atlantic and a growing global profile, Shortlist are credited with placing some of the IT industry's most talented professionals in the roles that let them shine bright.

Being a top tech recruiter requires having robust, secure and highly responsive software in-house. In a competitive market that pitches recruitment firms head-to-head in a race to fill every job opening, Shortlist Recruitment need to employ the best ATS (Applicant Tracking Software) platform in the game. And when time is of the essence, Shortlist can rely on Zoho Recruit.

We spoke to Giles Warburton, Managing Director and Project Delivery lead at Shortlist Recruitment, to get the low-down on why he retired ATS software systems like Bullhorn and Colleague to the software scrapyard, in favour of Recruit's lightning-fast, GDPR compliant and no-nonsense platform.

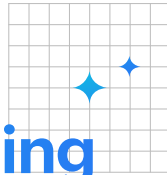
The Challenge

Find an economical, fast, secure and cloud-based ATS



**I needed something
cost-effective**

that did everything I
needed.



Giles Warburton

Managing Director / Project Delivery

More than a decade ago, when Shortlist was a start-up, Giles was looking for applicant tracking software that was low in price but high on performance, with comprehensive search functionalities, complete customisability and easy candidate tagging facilities. With big plans for growth, meaning that an increasing number of licenses would be needed over time, any solution needed to deliver these powerful capabilities without breaking the bank.

Having used Colleague ATS during his time with a previous recruiter, Giles felt that a super high-speed platform was non-negotiable for Shortlist, having found Colleague "very slow, with searches taking anywhere up to two or three minutes to complete from pressing go". Its lack of speed had not only been frustrating to work with, but would also be a poor motivator for his team in this notoriously fast-paced industry.

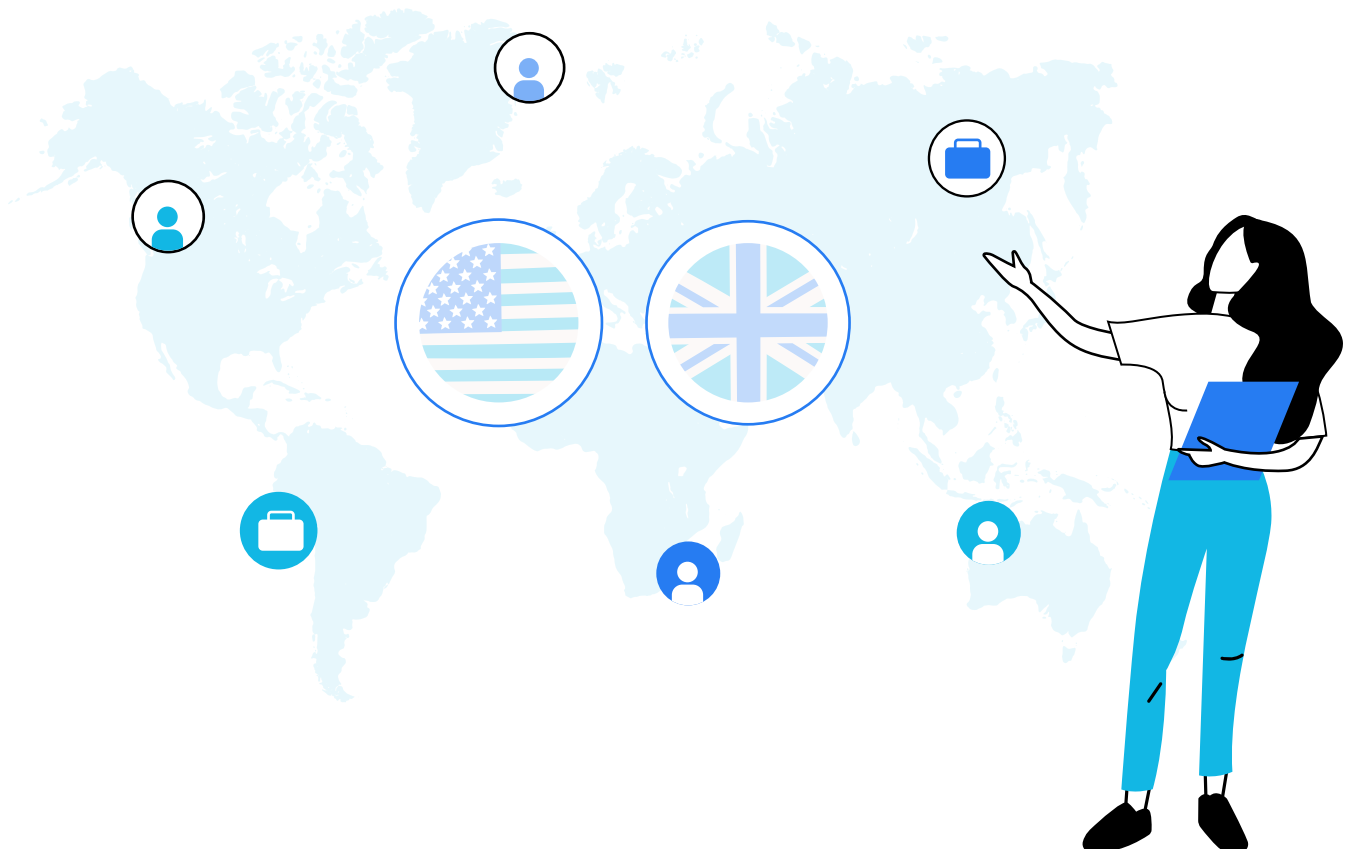


What's more, the chosen software needed to be stable enough to support not only the UK Shortlist team, who are based in Chester, but the expanding US branches of the firm in Dallas and Austin. The transatlantic agency therefore demanded a seamless, synchronised, cloud-based platform that could be accessed around the clock by all employees, unhindered by time differences or distance.

And whilst platform security has been a top priority for Shortlist from the outset, an additional challenge the team encountered in 2018 was the introduction of stringent GDPR laws in the UK, governing data protection and privacy. With a vast database of confidential client information at their fingertips, including sensitive details about employment history, salaries and personal references, it was critical for the businesses' ATS platform to strictly observe the new regulations with enhanced digital security measures.

The full list of ATS features on Shortlist's wish list:

- ◆ High-speed complex searches and impressive performance
- ◆ Cost-effective licensing
- ◆ GDPR compliance with 100% secure client data
- ◆ A cloud-based solution for seamless dual-country operations
- ◆ Easy categorisation of standout candidates with tags
- ◆ Fully customisable without third party input
- ◆ SMS integration to reach job hunters discretely during the 9 to 5
- ◆ Uncomplicated yet effective software without fussy extras

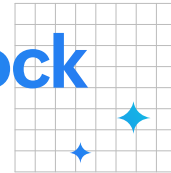


The Solution

Zoho Recruit does the job with ease and precision



Recruit is the bedrock
of our organisation.



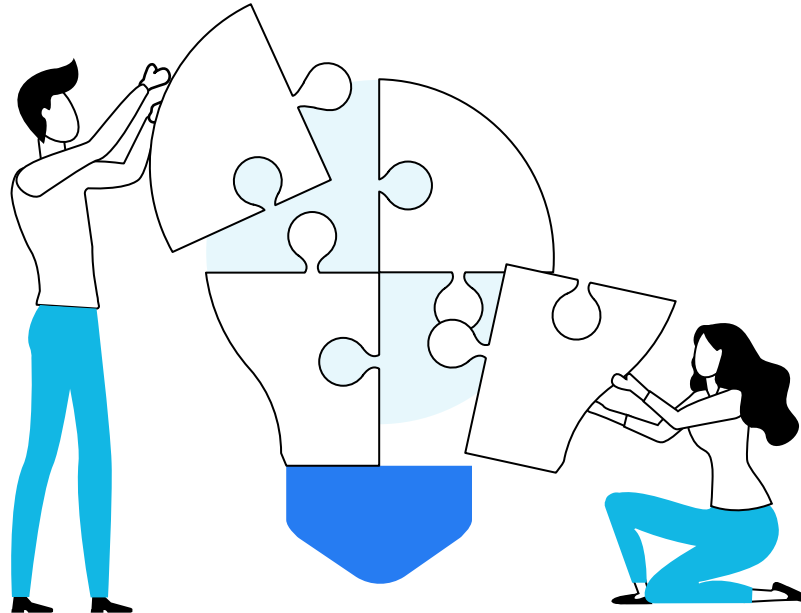
Giles Warburton - Managing Director / Project Delivery

Since choosing and adopting Zoho Recruit in 2013, Giles and his team of consultants have enjoyed a seamless software experience, successfully placing thousands of candidates into well-matched roles via the platform. The application has also allowed the business to scale in line with their plans, rollout synchronised processes across their global locations and store and retrieve data easily and securely in the cloud. And over the years, the growing recruiter has been able to bolt on new users, modules and third party applications, all whilst keeping costs low and completing any and all adjustments in-house.

When it comes to precision searches that deliver perfect prospects every time, Recruit has proved itself the right tool for the job. By utilising its multi-level filters and extensive segmentation capabilities, the Shortlist team are always able zero in on the most qualified candidates for each incoming position and save these contenders to a 'waiting for evaluation' pool, sifting out unsuitable applicants at the push of a button. Giles says "having those details available, ready to go, easy to access, easy to find and categorise is critical for us... waiting for evaluation... was a game-changer." And whenever a new technical skillset or product area emerges with rising demand from employers, as is common in the IT sector, Shortlist enlist Recruit's custom tags to categorise candidates who fit the bill. By assigning skill labels to job seekers with those specific cutting-edge talents, Shortlist's agents can easily recall them with speed to respond to the industry's fast-evolving needs.

With custom tags also syncing to the company's direct marketing platform, targeted email campaigns can be sent quickly to these contacts if a suitable position arises for which they are well-suited.

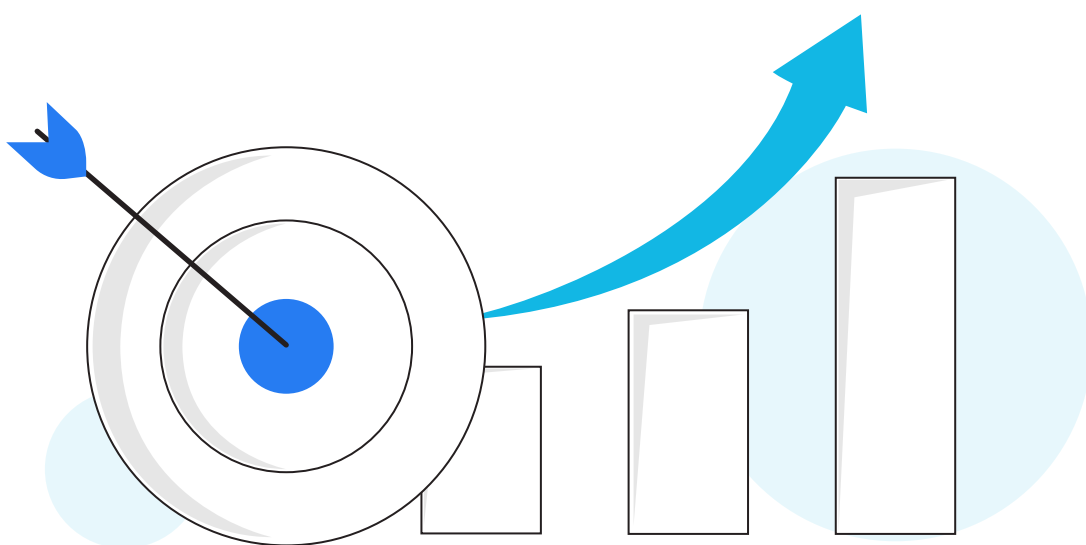
As any recruiter knows, it's not only job skills that change and adapt, but the wider climate too. It's therefore imperative that any software in a recruiter's arsenal is highly customisable. When the COVID pandemic hit, Shortlist suddenly needed to capture every US candidate's vaccination status so employers could consider them for interview. Inside Recruit's settings, Shortlist were able to add a new custom check box field within minutes and roll it out with immediate effect to make vaccination status a pre-requisite for new Stateside job seekers. "It took us ten minutes to discuss, five minutes to implement, done. If I'd been using some other vendors, it might have taken two or three weeks...One thing I love about Recruit is the flexibility, and the ability to customise it quickly", shares Giles. Even without developer expertise, the Shortlist team have been able to make Recruit truly their own, creating bespoke layouts, fields and more using its intuitive, versatile interfaces and settings.



Whilst packing a powerful punch in terms of functionality, Recruit's user experience remains simple and unfussy, with agents finding it straightforward to adopt and operate, delivering everything they need in their day-to-day roles. Giles dismisses alternative ATS products on the market that dilute functionality with "spurious", unnecessary extras that may look good, but serve only to distract. "You need things simple, straightforward and fast", Giles adds.

Another key feature of Zoho Recruit for Shortlist is its SMS integration, with the team sending bulk job alert texts via Message Media to target their 'waiting for evaluation' pool quickly and easily. And with many job hunters unable to answer calls from recruiters during the working day, Shortlist find that SMS is also a great way communicate with individual clients, keeping them up to date on their applications and interview arrangements. Plus, any inbound SMS replies are seamlessly pinned to the candidate notes inside Recruit for full visibility and tracking purposes. For Giles' agents and the busy candidates they serve, Recruit's integrated SMS messages are a convenient, timely and discreet way to progress every journey to employment.

Incredibly, Recruit gets down to work at a fraction of the price of competitor software. For instance, Giles' research found that Bullhorn's equivalent GDPR compliance module was around three times the monthly cost per user compared to Recruit, with hefty integration fees to boot. Giles says that after investigating the specifics of the Bullhorn module, he found it to be "no better than what Zoho had" and that in fact Recruit's GDPR solution was "more stable and well thought out". What's more, Recruit's GDPR measures were rolled out well ahead of the government deadline and meant that a smooth transition into compliance went not only without a costly investment, but without incident at all.



Time kills all deals

Matching candidates to roles before the competition



Speed and performance 
are the key factors why I chose Zoho Recruit.

Giles Warburton - Managing Director / Project Delivery

Above all else, speed is the number one factor that Shortlist's ATS software needs to satisfy. With Recruit as their platform of choice, speed comes as standard; not just for searches, but also for operational efficiencies.

The team operate an agile working approach, of which focussed, high-intensity sprints are an integral part. Three times a day the team run 90 minute sprints during which searches on Recruit have to be rapid and accurate, with information being recalled instantly. A slight delay in search results could leave Shortlist open to competitor recruiters securing placements first, hence the industry's catchphrase: "Time kills all deals". With Recruit's ability to handle long Boolean strings and complex searches at breakneck speed, Giles and his team know that they are well-equipped to clinch more deals during these Sprint periods, and the results speak for themselves. Consistently the team beat other agencies to candidates, at times with the window of opportunity as narrow as just 90 seconds.

However, it's not just with search results that Recruit delivers speed. Sprints inside the application provide key metrics and visibility in terms of reporting, with dashboard statuses displaying green or red according to an agent's pace. Reporting helps Giles to pick up on patterns and trends to identify blockages and areas for improvements whereby deals can be closed faster. Over time, the learnings recorded via Recruit have helped the team develop processes and workflows to trim down the time it takes to secure each deal.

Last but not least, with time of the essence, Shortlist regularly analyse the navigation paths that their consultants take inside Recruit. Through analysis, they have been able to implement easy changes or shortcuts to its user interface and layouts that have condensed processes by up to 10 or even 20 seconds. Perhaps it's time for a new industry catchphrase; "Recruit wins more deals."

A full resume of Zoho apps at work:

Alongside Recruit, Shortlist Recruitment employ a number of other Zoho apps to manage their processes, data and team members.



CRM: Highly integrated with Recruit and synchronised across all their locations, Shortlist Recruitment use CRM to store both client and candidate data and to manage the pipeline of inbound leads. With a dedicated Business Development team working hard to monitor and nurture potentials, Shortlist have leveraged CRM automations to trigger a sequence of engagement activities upon conversion of those leads to ease the workload. For instance, CRM pushes the details into Recruit and creates live accounts ready for use by agents, whilst also synchronising new contacts into the business' direct marketing platform for a drip email campaign of 8-9 welcome messages in the first month, ensuring a smooth onboarding process.



Cliq: With up to 400 emails hitting each of the teams' inboxes every day, Cliq enables Shortlist to filter out internal messages from their email and reserve the medium solely for candidates and clients. And by diverting colleague conversations to Cliq's instant messaging application, colleagues can avoid distractions when engaged at work or during sprints. However, when the time comes to celebrate the closing of a new deal, a Shortlister's birthday or plan an event, Cliq channels come alive with messages of commendation, emojis, gifs and more. Furthermore, with the team split across the US and UK working different hours, and several colleagues regularly travelling, Giles enjoys the way that Cliq allows the sharing of profiles and information from Recruit and CRM quickly and easily in one place.



People: Shortlist uses this essential HR application to log employee leave requests with multi-stage approvals, manage sickness periods and track overall attendance. Giles likes People's easy-to-navigate dashboards, the reports which are straightforward to set-up and the painless customisation of leave rules. Shortlist also utilise the platform to onboard new starters, with all key documentation stored within to facilitate a smooth introduction to the business for newcomers.

About Zoho Recruit

Talent acquisition is hard. Putting the right people in the right places requires detailed industry knowledge, foresight, people skills and more. So why should your software make it harder? Recruit helps businesses find, evaluate, track and communicate with candidates in a timely manner for any role, as well as manage and promote open positions for your business or clients. With custom automations, wide-reaching job-board connectivity and insightful analytics, your entire hiring process is in safe hands with Zoho Recruit.

Please find out more via our website: <https://www.zoho.com/recruit/>



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People