

Case Study

Recruit Wizard delivers for Balance Recruitment



BALANCE RECRUITMENT

Balance Recruitment is a leader in IT recruitment. The agency's goal is to help organisations achieve extraordinary outcomes by giving them access to the right talent. The team also fosters strong relationships with candidates, acting as trusted advisers to help them build exceptional careers.

Managing Director, Simon Hogg, co-founded the business in 2007 to drive value for his recruitment clients and build trusted partnerships. Like most businesses, Balance Recruitment started out with the basic software they needed to get the job done.

The Challenge

As the business grew, the team continued using the incumbent applicant tracking system, run from a physical server in their office. Caught up in the rush of business as usual at a growing firm, they didn't have the time to stop and consider whether it was still supporting their needs.

But as the team expanded and some consultants began working remotely, it started to fall down. "Being server-based, our existing system didn't provide us with the flexibility to access our data anywhere from any device. This was pre-COVID, but it was already proving a challenge," Simon explains.

So, Balance Recruitment decided to go to tender for a cloud-based system. From that tender, they chose a provider who promised the earth – but didn't deliver. "We started down the implementation path with someone who couldn't deliver what they promised, and we had to cancel the project."

Having already sunk time and budget into the wrong solution, Simon was now on a tight timeline. He reached out to Recruit Wizard to see what could be done. "I'd already met (Recruit Wizard CEO) Glen Perry, so I reached out to him to see if he could help. I gave him some pretty aggressive timelines and he was able to get us up and running," says Simon.

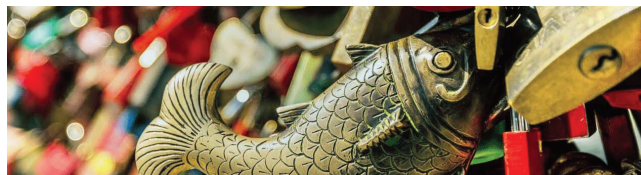
The Solution

Recruit Wizard implemented its innovative CRM/ATS solution for Balance Recruitment rapidly, meeting their tight timelines. The new system provided the cloud-based functionality they needed – along with a host of other benefits.

As the implementation rolled out, we started to see more and more benefits. Recruit Wizard has a tight integration with iProfile (a powerful engine that constantly updates our candidate database). This ensures we get accuracy of information anytime, anywhere and that really lets you make the most of your database.

According to Simon, the ease of working with the Recruit Wizard team was an added benefit. "Glen and his team really went above and beyond," he says.

Lucky for Balance Recruitment, it implemented Recruit Wizard in the nick of time for the first pandemic lockdown.



"We're very fortunate that as COVID hit, we were moving to a cloud-based solution just as we were leaving our office," says Simon.



“Recruit Wizard has really proved to be a fabulous product. It’s just really great,” Simon says.

The Results

“It’s simple to use and our people can use whatever device they want. The data is all there and it’s easy to capture too. From an engagement point of view, it’s been excellent.”

As with any technology rollout, Balance Recruitment experienced a period of change, where it had to get users on board with a new system after 12.5 years with their current one. “There’s always some initial resistance to change, but with Recruit Wizard, once people got on board, they found it to be incredibly useful.”

Today, the team have a solution they can use as a single source of truth that keeps them up to date and on track.

Simon says that he also loves the flexibility and high level of service offered by Recruit Wizard. “If you go with one of the big global players, they give you the system and that’s what you get. With Recruit Wizard, we can have input into new features and share our ideas.

“Glen makes us feel like his most important customer every time we reach out to him. I’ll say we have identified a gap in what we need, can you fix it?’ and he gets it done.

“Sometimes he’ll even get it done while I’m still on the phone – that’s how much he listens to us and cares about what we need. I just don’t feel like I could get that anywhere else,” Simon concludes.



“We find things in Recruit Wizard every week that we can use in our business. Every Tuesday at the team’s meeting, we have ‘Tech Tip Tuesday’ where we share an idea or feature that can improve our processes and make life better for our consultants.”



CONTACT US



If you want to email us, great. If you want to speak to us, even better; a real person will answer or return your call. We are a services business, and service is what we aim to provide to you first and foremost.



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