



CASE STUDY – RIMFIRE RESOURCES

Recruitment specialist finds the 'right fit' online system to support commercial and innovative human resource solutions.

Company	Rimfire Resources Pty Ltd
Industry	Recruitment
Employees	20
Offices	Brisbane, Melbourne, Sydney, Hamilton (NZ)
Recruitments	140 per year
Candidates	2,000 per year
Challenge	To find and implement the best candidate focused online recruitment system.

Tip:

"Identify what you want to achieve, to ensure you get the best out of all that cvmail offers. Talk to the cvmail people and ask questions. They give you straight answers and, most importantly, they do what they say they will, when they say they will."

Rimfire Resources' tip for prospective cvmail clients.

natural selection

Rimfire Resources is a young and expanding Australasian company providing People, Information and Business Improvement solutions in the niche markets of Community Services and Agribusiness.

The Rimfire Resources team is totally committed to excellence - providing the best innovative and market driven human resources solutions to meet their clients' very specialised needs. The success of this dynamic team has been built on their ability to understand the roles and people their clients are looking for, attracting high calibre candidates, and matching the two for the right fit.

The search

Rimfire Resources' approach to client service is to ensure that solutions are customised professionally, with integrity and confidentiality. Their ideal online recruitment system would need to meet these same criteria.

The company had been using CRM software which was fine for managing client information (i.e. the companies on whose behalf they were recruiting), but unable to provide the search functionality Rimfire Resources was looking for.

Before embarking on the search for the right online recruitment solution, the Rimfire Resources team spent time developing clarity about the key functionality their ideal system would offer. In particular they were looking for a system which would allow them to:

- Gather more information on each candidate.
- Maintain data integrity and know that candidate information is up to date and correct.
- Search thoroughly for candidates on key criteria.
- Enable candidates to manage their own applications

- Offer candidates a better alternative to job matching.

As Rimfire Resources' Director, Nigel Crawley explains, "Essentially, we wanted the best candidate focused system possible".

The selection process

Rimfire Resources had trialed a number of systems, but none were able to offer the right solution. On the recommendation of an industry contact, the company decided to investigate cvmail.

The selection process involved one recruiter who undertook the initial research, followed by trials and assessment by other recruiters, as well as project managers and representatives from all areas and levels of the Rimfire Resources' business. Based on their research, trials and feedback, Rimfire Resources took the decision to pilot cvmail for its Graduate Recruitment Program.

The result

The selection team concluded that cvmail was an ideal fit for their business, and moved quickly to extend the Graduate Recruitment pilot program to a roll-out across their entire recruitment operation.

According to Crawley, "The sales presentation was effective and the team more than capable. But what really sold us was the fact we could relate to our account manager, who is as we like to be - truly client focused. Our cvmail account manager works with us, not against us."

"Price is always a factor, but the opportunity to have real data on all our candidates, and the ability to search for candidates on so many specific points is invaluable to what we do. In saying that, cvmail's price is absolutely market competitive".



THOMSON REUTERS



The implementation

The extensive involvement of team members during the initial trials turned out to be a huge benefit when it came time for Rimfire Resources to implement cvmail. The key people in the business had already gained a good understanding of what the system had to offer and how it might be utilised to support the company's recruitment process.

"The outline of the cvmail program was developed, followed by two days' intensive training. After training, we were able to decide which of the many cvmail features we wanted in our system. All that remained was to transfer data and we were ready to go!" says Crawley.

cvmail had the system up and running in quick order, creating the Rimfire Resources 'job board' as an integrated feature of the company's website.

The transformation

For Rimfire Resources, the decision to implement cvmail as their online recruitment system has transformed the recruitment process, with tangible benefits in five key areas:

- Attracting more candidates – particularly in the area of job matching.

- Reducing administration time for inputting CVs and other candidate data, searching data and setting up interviews.
- Reducing search time taken to identify suitable candidates, as cvmail's search feature is far more sophisticated than their previous system.
- Allowing consultants to take responsibility for their roles.
- Encouraging consultants to take advantage of the features of cvmail through easy online access.

According to Crawley, "Another huge benefit for us is the cvmail people. They listen to what we want, and all our requests are actioned quickly. Even if they can't always produce what we're looking for, they explain why and then work towards great solutions".

The future

Rimfire Resources aims to utilise even more of cvmail's features down the track. In the meantime, now that cvmail has been implemented across the entire recruitment program, the focus is on ensuring that all necessary internal processes are in place so that team members and candidates maximise the system – for the ultimate benefit of the Rimfire Resources' Community Services and Agribusiness clients.

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HOW CVMAIL CAN WORK FOR YOU

Improve candidate attraction

Make your website work for you, accept speculative applications, set up candidate alerts.

Reduce administration by up to 50%

Save time and resources with automated application responses, online interview scheduling, email templates for personalised communications to candidates.

Reduce time to hire

Centralise your recruitment process including approvals, advertising, filtering and workflow.

Reduce spend

Save on recruitment agencies and advertising by building your own talent database with search-and-screen technology.

Quantify your success

Produce instant reports - on time to hire, cost per hire, vacancy status, agency performance - at the touch of a button.

Contact a cvmail consultant to find out more:

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