

RECRUITMENT PARADISE FROM THE DASHBOARD LIGHT



Dashboards are helping recruiters make the shift to data-driven decision-making and increase their productivity. They also bring more transparency to key performance indicators (KPIs) and processes and, in some cases, help agencies to share good practice internally. Three firms, which have integrated dashboards into their daily lives, tell **Sue Weekes** how they are maximising their benefits



HARVEY JOHN AND EPLAY

An **Eploy** user since 2006, Brighton-based recruitment agency Harvey John was keen to take advantage of the software company's new dashboards when they were introduced in 2014. The firm had been exploring different ways to set KPIs and deliver feedback, explains Harvey John commercial director Stephen Barham: "Recruiters have to use a lot of different systems these days, so as much as possible we like to stay in our core system."

The customisation allowed by the dashboards also appealed. Rather than tell consultants what their dashboards should do and how they should look, Harvey John left team leaders and individual recruiters to decide on the

KPIs most relevant to their specific areas of work. The agency specialises in accountancy, HR, marketing and legal; Barham says they didn't want to complicate things by overloading consultants with irrelevant data.

"For instance, the legal sector is very candidate-driven with consultants focused on candidate registrations, whereas other divisions may be more job-centric and would need to look at different datasets," he says. "Also, no two individuals work the same way."

Giving ownership of their dashboards and KPIs to consultants rather than installing a top-down approach has also helped secure engagement in the process. "They are less likely to see it as

a name and shame/big stick approach," says Barham. "And they're constantly finding new ways to be productive, as they know it benefits them."

Within the first six weeks of implementing the dashboards, Harvey John's call activity increased by 15%, and continues to rise. The dashboards have also increased collaboration and knowledge and best-practice sharing across the agency.

"They'll see when a best performer has had a good quarter and what activity stacks up to achieve that. Everyone says recruitment isn't rocket science but it is incredibly complicated in terms of the chemistry that makes things work, and for new people coming on board the dashboards give a roadmap as to what to do."

Chris Bogh, technical director of Eploy, says it has put analytics and dashboards at the heart of its system as recruiters need answers to their questions, whether that's 'how are our KPIs shaping-up?' or 'what activities do I need to focus on today?'

"Top-level KPI monitoring is fine," Bogh continues, "but dashboards can provide much additional value when everyone can create and customise their own measures of success and the activities and behaviours they believe are at the heart of their success," he says.

He adds that Harvey John has gone beyond Eploy's initial expectations. "They are using Eploy Dashboards at both a personal success level as well as for stimulating team collaboration. Dashboards, and the metrics that power them, are critical for the modern recruiter." ●