



| | |
|------------------|---|
| Solution | BigRedSky |
| Company | ASG Group |
| Industry | IT |
| Employees | 550 |
| Offices | WA, Sydney, Melbourne and Canberra |
| Challenge | To manage a growth in staff numbers and reduce recruitment costs due to increased agency use. |

"My initial impression was that the systems were just like SEEK. But once I realised we could track absolutely everything, contact people through the system to arrange interviews, send out mass emails, give managers restricted access, put in comments – my eyes lit up."

Louise Webster, ASG's national HR coordinator

CASE STUDY – ASG GROUP

Major IT Provider Gets its Own House in Order

The ASG Group, a publicly listed Perth-based company, is one of Australia's leading IT outsourcing companies. Some of its major clients include Alinta, the Department of Education in Victoria, the Office of Shared Services in Western Australia and Qantas. ASG operates through two different service delivery models. Employees either work remotely, or they are employed on-site in the clients' offices around the country.

Growth

The 11-year old company has grown over the years, as it won more contracts. Four years ago, when Louise Webster, ASG's national HR coordinator started working for them, there were 120 employees. Since then, growth has accelerated, with staff numbers more than doubling in the last two years.

"Around 70% of our growth in the last few years has been organic, as we won major contracts. The rest has been through acquisition," explains Webster. ASG bought five companies – all of them outside WA. It now has 550 employees. Of these, 220 are based in WA, with the remainder working in Sydney, Melbourne and Canberra.

The Need

At the beginning of July 2006, ASG went live with BigRedSky's new recruitment software, replacing its manual system. Webster says that recruitment costs had grown over the years because they used agencies to fill the majority of jobs. "Although we had the problem for quite a long time, it wasn't until January 2006 when Ron Jones joined the company as General Manager Human resources, that HR was able to get the ear of the executive," she says.

The Solution

During the first few months following his appointment, Jones tasked himself with finding an e-recruitment system that would suit ASG's current and future needs. He came up with a short-list of just two – BigRedSky and another. He knew about BigRedSky because it had been implemented in a previous place he'd worked – although he had not used it himself.

"My initial impression was that the systems were just like SEEK. But once I realised we could track absolutely everything, contact people through the system to arrange interviews, send out mass emails, give managers restricted access, put in comments – my eyes lit up," she recalls.

Rollout and Training

The rollout process was very quick, according to Webster. Once she had filled in two specification documents and tailored the templates, it took just two weeks to go live. During that time, BigRedSky worked directly with ASG's website designer to link in its career site and with SEEK to link the job board advertisements to ASG's system. "Once we updated the test system and checked it, the only thing that needed changing was the look of our ad on our website. That was done in 24 hours," says Webster.

Savings

"We know we're saving money compared to our old manual system, we just haven't quantified how much," says Webster, having used the system for 12 months. ASG has just hired national resource manager who will focus on internal resourcing and external recruitment. He has been asked to examine costs, timing and tracking in the next 12 months.





Relationship

Webster says her company enjoys a very good relationship with the staff at BigRedSky. They have never had a problem getting answers through the help desk and they find the online help manuals easy to use. "If we ever need refresher training, we get it as soon as there is a slot in their training diary. During their training and in their manuals, they explain things clearly and avoid ling," she says.

Webster concedes that they have to spend more time working on using the system to its full capability, but she would have no hesitation in recommending BigRedSky to other organisations.

"My initial impression was that the systems were just like SEEK. But once I realised we could track absolutely everything, contact people through the system to arrange interviews, send out mass emails, give managers restricted access, put in comments – my eyes lit up".

HOW e-RECRUITMENT SOLUTIONS 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 Thomson Reuters Consultant to find out more:

Tel 03 8684 2039

web www.erecruitmentsolutions.com

email erecruitmentsolutions@thomsonreuters.com

