



Turnaround

PRESS RELEASE  
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Which horse won last years Melbourne Cup? Can you remember without looking it up?

How good is your memory?

The consultants in our Rec2Rec division are continually asked by the recruiters we represent to market about our clients databases, and the clients often ask about the administration and data integrity skills of the candidates.

In this month's survey, we asked recruiters about the databases they use and the information that goes into it.

Surprisingly, our research indicated that the brand of database is only slightly less important than the information kept within it. Recruiters have their favorites and they are more inclined to work with the ones they know and can navigate through effectively. It would appear recruiters place importance on the ease of use and effectiveness of the company's database when they are weighing up the positives and negatives of a new opportunity. All respondents spoke of their desire to have a database that was not only functional but also full of relevant, accurate information.

The Database, when used effectively will save your time, memory and increase your business or desk's commercial viability. One recurring theme was that of double representation. It may be controlled and only infrequent with quality recruitment, but it does occur none the less. Proper recording of information can be the best defence, related to both the fees worked for and to maintain the right reputation with a client.

In the current economical times, the employment environment remains tight. Any advantage a recruitment company can achieve to help train, retain and

employ the right people for their businesses will be as important as ever, keeping them ahead of the competition.

In every instance of effective recruitment, the most successful of respondents spoke of candidate control as being paramount to doing a great job for their clients. The consensus revolved around having the right information close at hand to be able to remain proactive in their roles and those which have truly excelled were the recruiters that managed to find and record the right information quickly. The integrity of database information was considered fundamental in this process. Creating rigor around activity (leaving aside any discussion about activity levels and KPI's) was the recipe to success as a recruiter.

So, put simply, what makes a successful database? The answer is, one that is easy to use. As a recruiter you want a product that is streamlined and one that almost understands what it is being used for. Removing cumbersome functionality and replacing it with user friendly interfaces increased productivity across the board.

As to the information stored within a database, this point remains to be fundamental. Those agencies who do not keep their data current, on the whole do not achieve the same financial return as those that do. And one of the top key motivators that a recruiter will put forward to us as a driver has always been financial return.

Those recruiters, who take a long term view to building strong relationships in the market, tend to have great candidate and client portfolios and can control their recruitment process assisted by their effective use of a database. These recruiters tend to be the more successful as their database integrity tends to be more "efficient", which by the way, is the name of the winning horse last year!!