

## Opinion: Keep Your Firm on the CUSP of Technology



### **“The Invaluable Importance of Staffing & Recruiting Software” by: Cindy Hall**

What do you call an Applicant Tracking System, a Client Relationship Management Database and Interactive E-mail system linked to the Internet with 24/7 remote connectivity from virtually anywhere in the world? This isn't dialing for dollars and spinning the Rolodex for success. This is Staffing & Recruiting Software, a next generation tool for the staffing/recruiting industry, and is single handedly the main reason that this Executive Recruiter jumped ship and ran as fast as I could to join an organization that realized the invaluable importance of Staffing & Recruiting software.

The software that we use at Mee Derby & Company, is a split second applicant tracking and client relationship management database that serves as much more than a digital file cabinet. All the old school proponents out there who say “all I needed was a phone and name and I could work magic”, wake up and get on board before you are forced to walk the plank. Staffing & Recruiting software is not designed to replace the importance of the phone-it enhances the reach of the phone. Cold calling today is not the same as cold calling 20 years ago. Electronic gatekeepers such as caller ID and voicemail often make it impossible to complete a call. If the tools to get around these roadblocks are out there, why not use them? Take the system we use for example. Our system integrates with Internet search tools and other CRM systems. With the click of a key, it will do the research for you and supply the resources to acquire names, titles, biographical information, job board database listings, white pages directories, news releases, published articles... whatever historical information exists within the Internet-a wealth of knowledge that would enhance even the coldest of cold calls. Your competitors are utilizing these resources before they make calls, shouldn't you?

“Pre Staffing & Recruiting Software”, pushing paper, utilizing an actual file cabinet to store files, organizing candidate correspondence in Outlook and referencing client info in another system was the process that I (and hundreds, probably thousands of other Recruiters) employed day in and day out. Makes me tired just reading that previous sentence...Can you imagine working that system? Talk about wasting valuable time and the accidents waiting to happen (and I am not just referring to the paper cuts alone!). It is frightening to look back and it amazes me to this day that I was a successful as I was. But the point to be made here is that by making an investment in your company and in the success of your Recruiters, your firm will work smarter, faster and become more profitable than your wildest dreams! More importantly, your Recruiters will respect you for respecting them. Invest now in the future of your company and you will increase your bottom line, keep the loyalty of your staff and ensure your company's place in your market for years to come. (see full article in the NACCB Fall 2005 Monitor [www.naccb.org](http://www.naccb.org))

-Cindy Hall

Executive Recruiter with Mee Derby & Company, Board Member 2006 NCASP