

A global recruitment firm for the Healthcare institutions



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Problem Statement

The client was looking for a solution on how to handle the queries from potential customers and link them to the applications from candidates.

Solution

- We developed a comprehensive solution that integrates Zoho CRM and Zoho Recruit to streamline the sales and recruitment workflow.
- The CRM was tailored to manage leads efficiently across different countries, enabling flexible sales pipelines and processes. Once a client was qualified, their data seamlessly transferred to Zoho Recruit, where the candidate sourcing and hiring stages were managed end-to-end.
- This integration ensured that closing a deal in the CRM reflected actual hiring outcomes from Recruit, maintaining consistent, accurate data across systems. Additionally, linking the solution to calling software enhanced lead qualification and enabled detailed tracking of sales activities.
- The implementation of robust reporting and analytics further empowered management to monitor performance across divisions and individuals, offering actionable insights.
- Together, these interconnected modules create a unified ecosystem that not only enhances operational efficiency but also fosters better decision-making.
- By automating transitions between sales and recruitment and providing clear visibility into every stage, the solution reduces manual effort and minimises errors, ultimately driving higher conversion and hiring success rates.



Key Finding

- 25% increase in efficiency by automating processes, which leads to higher conversion for candidates to job openings.
- 20% increase in operational efficiency



Conclusion

Looking ahead, this adaptable framework positions the organisation to respond swiftly to evolving market demands and geographic nuances while continuously refining processes through data-driven insights. As the business grows, the scalable integration promises sustained alignment between sales objectives and talent acquisition, laying a strong foundation for long-term success and competitive advantage. This was made possible by Zoho's process automation.