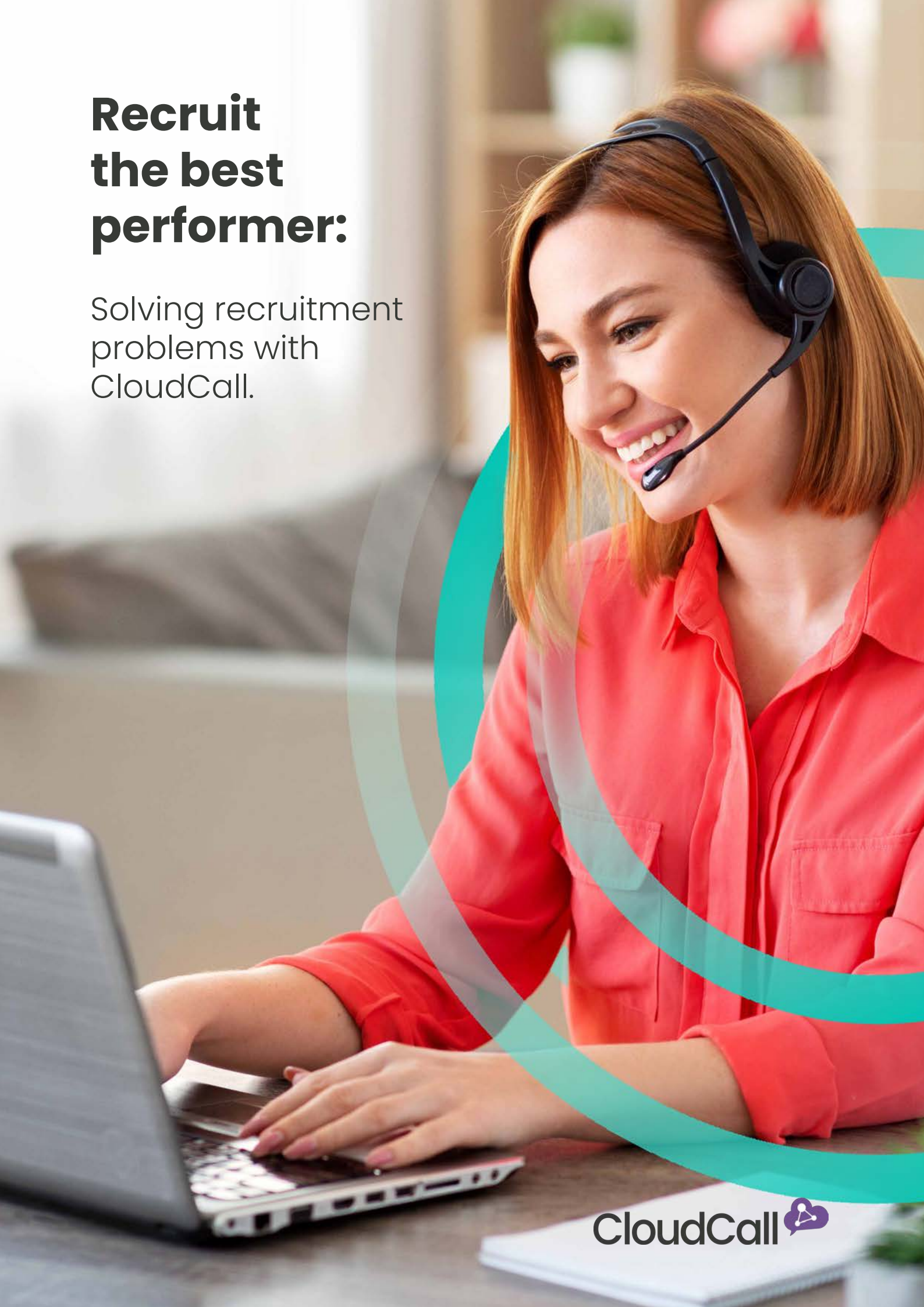


Recruit the best performer:

Solving recruitment
problems with
CloudCall.



Is your phone system holding you back?



Your phone system is undoubtedly one of the most useful tools in your recruitment team's arsenal. But could the way it's configured be holding you back?

Relying on legacy systems could slow down even the most efficient team – especially if you manage your customer relationship management (CRM) and calls separately. When these two areas operate in separate silos,

you miss out on important information about what's working.

Decision makers often receive relevant data further down the line, when it's out of date and irrelevant. Not exactly what you want to be basing your new strategy planning on!

Combating this is simple. By linking your phone system to your CRM, you can almost instantly boost your efficiency

and gain ongoing, fresh insight at the same time. You'll have the full picture of what's working (and what isn't!) and know that your team's time is always being used in ways that generate maximum value – it's as simple as capturing those calls and chats directly into your CRM, freeing up valuable time and mental energy for other tasks.

With 9 years of experience supplying solutions that make recruiters better

at satisfying the needs of their clients and candidates, CloudCall was built with real recruitment use cases in mind. It's full of features to help recruitment teams succeed and create impactful, goal-driven decisions.

With that in mind, let's take a look at some of the ways CloudCall can give you the answers.

Humble beginnings.

Recruitment is an industry with a lot of moving pieces that can quickly get complicated and generate a lot of admin hassle if teams don't keep on top of it. This can also make enacting change a puzzle.

We recommend IT managers, recruitment leaders, CRM admins and CEOs start with the basics.

Before you even begin to assess the quality of the interactions, how many conversations are each of your employees having and how long do these calls last? Once a basic rate of activity has been established, you can start to ask how productive those calls are. But if your team are struggling to hit the goals you set, your strategy is probably due a refresh. Most recruitment challenges are only beaten via trial and error, so regularly reassessing and changing tack if needs be is a healthy part of the process.

However, actioning these changes is something that can only happen once

you've identified the precise factors holding your team back from reaching its full potential – something that can be difficult enough in its own right.

Even the most diligent recruitment teams could be unknowingly sticking to techniques that are holding them back from achieving more – which is why it's so crucial to understand how effective your team is.

But manual monitoring is inefficient. After all, everyone is on their best behavior when they know they're being assessed, so this doesn't always paint a genuine portrait of how your team are performing. Meanwhile, asking them to self-assess their own performance can lead to data that doesn't accurately reflect a true depiction of what's going on. And then there's the matter of where and how you collate all of this data and actually make use of it. It's a tricky business.

Being able to automatically monitor your teams' calls and stats in real-time, on the other hand, can give you a perfect, instant and realistic view of what's going on, whenever you need it – that's why CloudCall has ongoing monitoring features built in, so you're always in control of your efficacy.

As well as this, you can also interject with advice and suggestions in real-time, making coaching much simpler and more hands-on. Alongside the ability to record and store calls for reporting, you've got a complete toolkit for monitoring your performance easily and effectively.

TOP TIP:
Compiling a library of past calls can help with training, monitoring and compliance.



CloudCall features.

So, now you've figured out what you need to do, here's how CloudCall can help you do it.



Supervisor panel

Get an instant birds-eye view of what calls are being conducted when, for how long, and whether or not they hit the mark.



CRM Integration

Everything you and your team need to succeed in one place, from calls to SMS.



CloudCall Go!

Easily monitor and record calls on the move, even from personal devices.

52% say a lack of integration into a CRM system is slowing them down on the phone.

TOP TIP: Syncing call data into your CRM system generates powerful business intelligence and reporting.

Connecting the dots.



Working out what's working and what isn't was the easy part. The next step is considering how what you've discovered impacts your strategic approach moving forward.

Thankfully, CloudCall makes charting the road ahead for success pretty much fool-proof.

In recruitment, there's a lot of room for time to be wasted on strategies that miss the mark: scripts that don't land, getting in touch with the wrong candidates, and much more.

Nailing a new, better way to work can alleviate these issues – but your team are still vulnerable to hidden inefficiencies. Every minute spent tracking down candidate information is a minute that could have been used to make more calls. Every second wasted swapping between software or manually personalizing your communications adds up.

Having an integrated system can do away with most of this. When all of your data and processes are held on the same platform, you always know where everything is. With a tool like CloudCall,

your teams can conduct all of the above and more from one centralized, easy-to-use tool that both recruiters and IT departments find a pleasure to work with.

When everyone on your team knows how and where to find the information they need quickly and simply, and a greater wealth of information is being collected, everyone in your

company benefits. Nobody will ever be sat around wondering how to approach a particular candidate, or communicating with them without a full view of all the information you have.

No more wasted time on pointless admin. Just having everything you need, when you need it.



53% have learned about a job opportunity via a call, message or alert to their phone.

CloudCall features.



Broadcast SMS

send bulk text messages in a cost-effective way to multiple CRM records at once.



In-Call Consent Capture

capture verbal consent to store and use customer data including call recordings while on the phone.



Click to dial and VM drop

make calls with a single click, or leave one of up to five custom pre-recorded voicemails instantly.



In summary.

With so much candidate information to collect and sort, not to mention working out how to get the right candidates placed, transformation can seem tough. It's all a matter of having the right tools. As we've discussed, CloudCall can give you the full picture of how your recruitment team is working and a clear steer on the right path forward – all while making operations more efficient in the process.

Exceeding your goals, gaining back precious lost time, maintaining standards and squeezing the best from your candidate information doesn't have to mean working harder, just smarter. The only question left is are you ready to discover how successful your team can really be?

Curious? Why not book your free demo today.





CloudCall is a communications platform that provides intelligence for your business. We enable and capture calls, chats and collaboration to provide a single view of multi-channel customer interactions. This turns conversations to insights that help your business grow in a complex world.