

How Recruit RGF Solved Users' Search Problems with Kona DataSearch

The head of the CRM team for Recruit RGF (Tokyo) has led the team for three years, where he manages 350 users split between six different countries. In 2011, he led Recruit's migration to Salesforce, a change that was long overdue.

"The previous CRM system had a lot of problems," the CRM team leader said. "Our users were using it as a scapegoat for why they were not properly tracking things. It was slow and unresponsive and just crashing too often. The directive to switch over to Salesforce came from the CEO of another business unit and really spread from there."

Once the users moved onto Salesforce, the initial feedback was positive-with one exception. "We migrated to Salesforce in 2011, and for a full year, we had people complaining about search."

The Challenge:

Inability to Search Resumes and Highlight Keywords Holds Recruiters Back

Recruit's users were used to the ability to perform Google-like searches, however Salesforce's built-in search capabilities weren't meeting their needs. "Our users were used to a very flexible search, but Salesforce doesn't work like that," the head of the CRM said. "It doesn't search resumes and attachments and it doesn't highlight where it finds the data. It just says, 'Boom, data found somewhere,' and you have no idea where it is. You have no idea how many pages of results there are. It'll just say 'Showing 1-50' and you have no idea how many pages you're going to have to look through."

"It was either search or filter. There was no in-between. People wanted to know, 'Can we search and then filter,' and I had to say, 'No, no you can't.'" This was a huge problem for the day-to-day success of Recruit's users. "Our industry relies on meeting as

many candidates as possible," he said. "We need to have many, many, many candidates in the system, because that's our business. We had 150,000 candidates in our database when we implemented Salesforce, and now it's closer to half a million. Search was the top priority. It came from every user. 'I can't find my candidates. Why is this like that? I can't search, so I can't find my candidates.'"

In the first six months following implementation, Recruit leadership took a wait-and-see attitude with regards to search. "Because the migration was still so recent, the managers were still thinking it was a problem that would be solved with more training." The head of the CRM team continued, "It took a good six months for management to realize this was an actual problem that needed to be solved."

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Problem at-a-Glance

- The Recruit Group provides HR services from nearly 900 locations in 16 countries and markets. Recruit's HR service is currently ranked fifth in the world.
- In 2011, Recruit's 350 recruiters began using Salesforce. The implementation was successful, however issues surrounding search functionality surfaced and continued to persist.
- Specifically, Recruit's users wanted the ability to search attachments, see highlighted keywords and search by filter and keyword at the same time.
- Recruit partnered with Kona DataSearch in 2012, and users are now able to search attachments and enjoy a Google-like search experience.

In the end, the issues surrounding search were elevated to priority status thanks to activism on the part of the users. “Team leaders were complaining to their managers, saying, ‘Please try this.’ Managers were coming to me, saying, ‘Can you show me how to do this?’ and I’d say, ‘Well, you can’t.’ It’s mostly thanks to the users who kept insisting for something better that we found Kona.”

The Solution:

A Google-Like Search Experience That Allows Recruiters to Find the Right Candidates

Once leadership agreed that a better search solution was necessary, the CRM team started looking for a solution, which came in the form of Kona DataSearch. “We started off with a small test,” the team leader said. “And as I really tried Kona for the first time, I realized, yes, the users are going to love this. This is exactly what they are asking for. I knew right away it was what they wanted.”

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What did the head of the CRM team like the most about Kona DataSearch? “Specifically, it was the Google-like search,” he said. “The Google approach of just typing any type of keyword and having it highlight where the result is. Also, the possibility of adding filters. It was exactly what the users wanted — having the filters and the search.”

“Before, it was not at all user friendly,” he said. “You had to go through hundreds of fields and know exactly which field you wanted to filter on. It was very much trial and error. It wasn’t a viable solution. You couldn’t put in a keyword and hope to find someone.”

The ability to search and filter at the same time was also an important change. “Before, you could search for someone by filtering by job title or salary range but not in addition to a keyword,” said the team’s manager. “Because of data hygiene, most candidates aren’t properly tagged. As a result, I’d have maybe twenty candidates for any given search. In Kona, I can search, for example, by a keyword like ‘sales’ and filter by skills or industry and I’ll have hundreds of candidates who fit this criteria because it’s not just relying on a filter but also a keyword search.”

Since the Recruit team started using Kona, Salesforce adoption has skyrocketed. “When you have the least tech-savvy people emailing you with questions, it means something’s working. Before, they weren’t even trying,” said the CRM team leader.

The integration of Kona has meant the difference between success and failure for the CRM implementation project. “We have a lot of projects going on at

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any different time, and a lot of our work is developing new features and making sure features are being used. We now have people happy and smiling while using our system.”

Over the long term, the head of the CRM team predicts Salesforce will spread even further throughout the organization. “Our goals for this year are to solidify what the future of our CRM system looks like,” said the team leader. “Kona is absolutely a part of our long term plan.”



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