

Friday May 15<sup>th</sup>, 2020

14:00 ~ 14:40 (Thailand/Indonesia)

15:00 ~ 15:40 (Singapore/Malaysia/Philippines)

16:00 ~ 16:40 (Japan)

# Effects of Covid-19 on Recruitment Agencies

# WEBINAR

Learning from each other on what can be explored

# Contents



- Introduction of Porters Corporation
- Sharing the purpose of this webinar
- Sharing the results of our survey

Survey on the Impact of COVID-19 on Recruitment Agencies ( 27<sup>th</sup> April-6<sup>th</sup> May)

- Introduction of the guest
- Guest interview
- Q&A



# Speakers

---



**Porters Corporation**  
**Global marketing leader**

**Organizer**  
**Lynnet Musimbi Adulu**



**Porters Global Singapore**  
**(Asian Leaders Career Pte,LTD)**  
**Head of Sales & Marketing**

**Organizer & Interviewer**  
**Toshiko Sato**

## What "Porters" means?

*When professional climbers challenge themselves to climb the highest mountain in the world, a "Porter" supports their "navigation" to the base camp.*

*Our company name comes from that Porter.*

***We would like to support Professionals and their recruitment businesses.***

# Porters Corporation



- ◆ Recruiting software company **Japan's NO.1 recruitment software provider** in Revenue and customer base.
- ◆ **HR-Business Cloud** is characterized as a high customizable ATS/CRM for Staffing, Recruiting agencies and Recruitment Process Outsourcing companies
- ◆ Porters launched Singapore Global desk in 2020.

***Our Mission: Matching, Change your business***

PORTERS  
**HR-Business Cloud**



○ Porters Clients' Presence

***More than 1,500 clients  
across 11 countries***



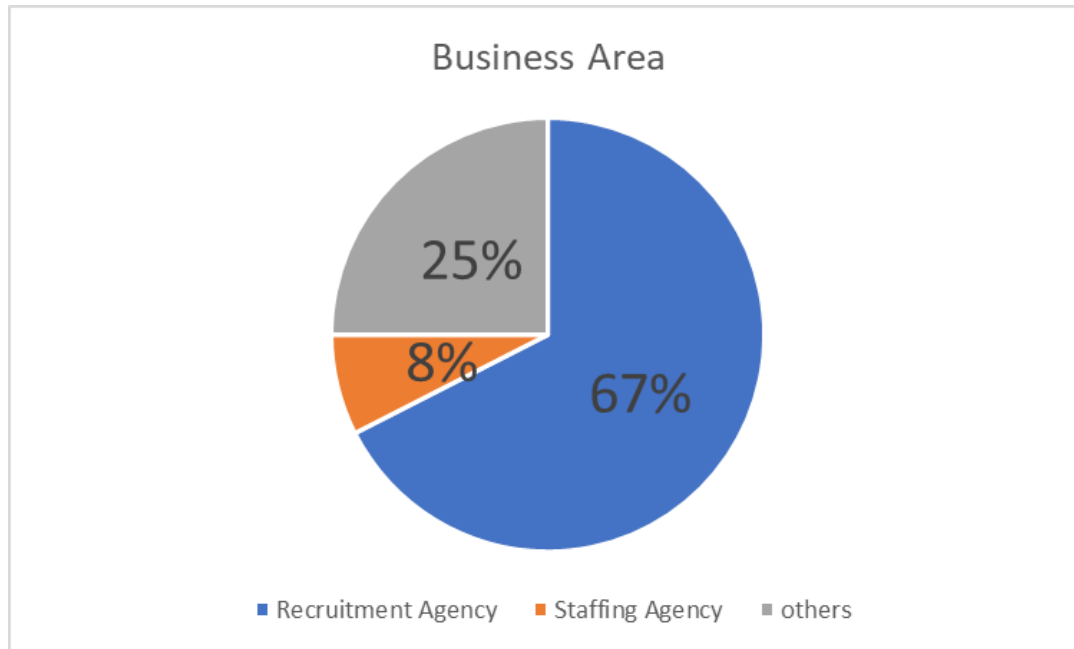
# The purpose of this webinar

Let's get through this situation together !!

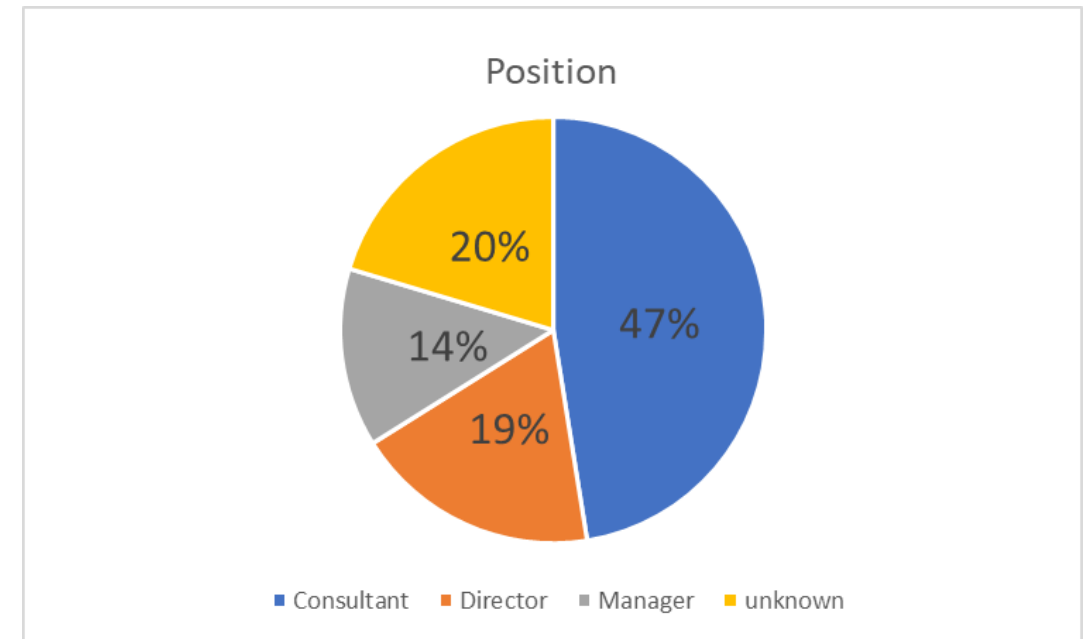
*Despite this current situation with the COVID-19 pandemic, we thought it was very important to share information and learn from each other on what can be explored.*

# The Results of survey

Between April 28th ~ May 6th, Porters conducted a survey on the Effects of COVID-19 on Recruitment Agencies which had more than 80 respondents from South East Asia.



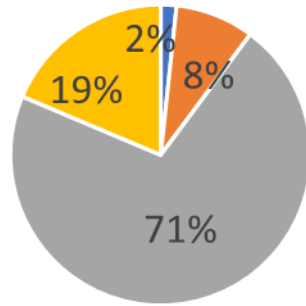
**75% : Recruitment Agencies & Staffing Agencies**



**47% : Consultants**

# The Results of survey

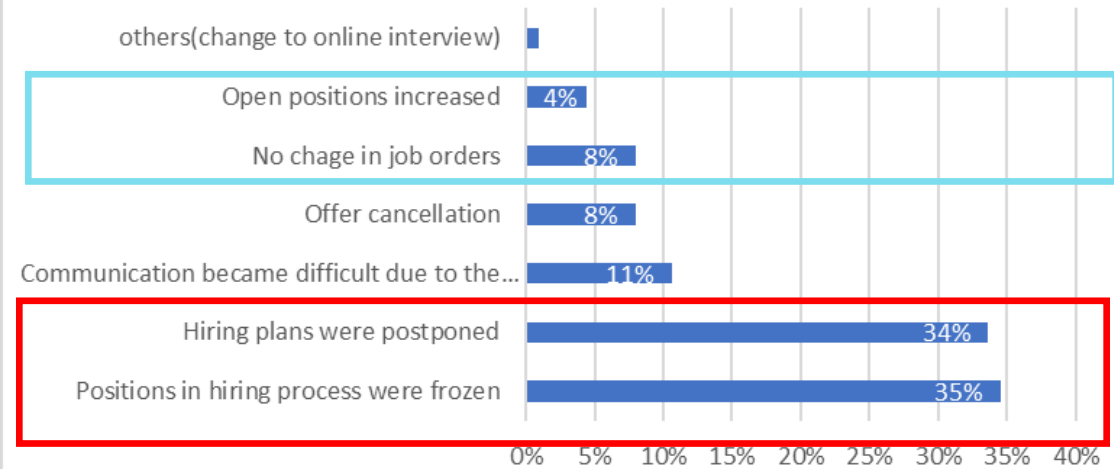
Has your company been affected since the COVID-19 outbreak?



■ Currently no effect      ■ The effects will be felt later on  
■ Yes, it's been affected      ■ Unknown

**71% : Have been affected.**

## Effects Experienced from Client Side



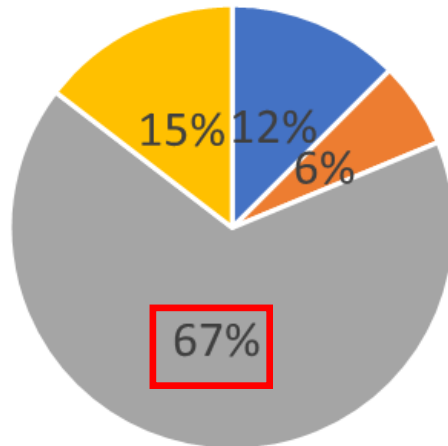
**68% : Positions were frozen or postponed.**

**12%: Open positions increased or there was No change  
(Specialization are IT/Engineer)**



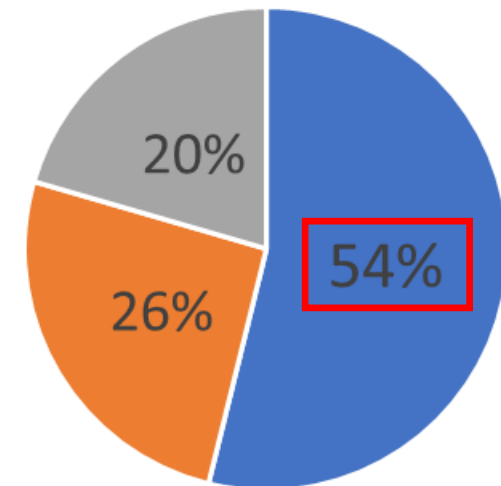
# The Results of survey

Business Outlook



■ I don't know                      ■ No change  
■ Performance has/will be revised downwards   ■ Performance has/will be revised upwards

Performance has/will be revised downwards

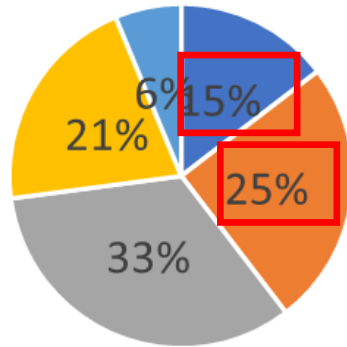


■ Consultant   ■ Director   ■ Manager

**67%: Performance has/will be revised downwards. 54% of the Consultants felt that way.**  
**✘ Not only management but also the consultants feel the effect on the outlook**

# The Results of survey

Productivity compare to office work

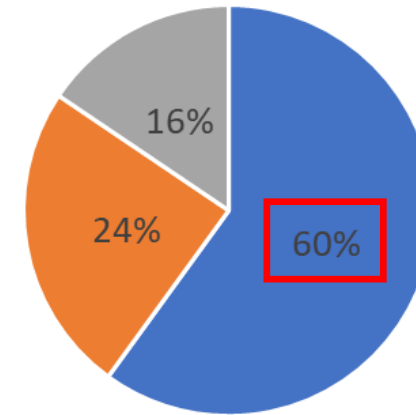


- Really improved
- Somehow improved
- Same as before
- Went down
- Really went down

**73% : Same as before or better**  
**40%: Really improved and Somehow improved**

**Really went down/ went down , 54% are using E-mail/Excel/ Spreadsheets as the base for their work**

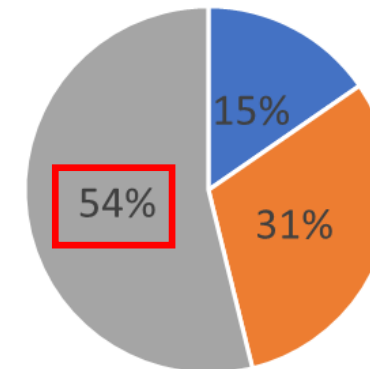
Productivity improved VS Position



- Consultant
- Director
- Manager

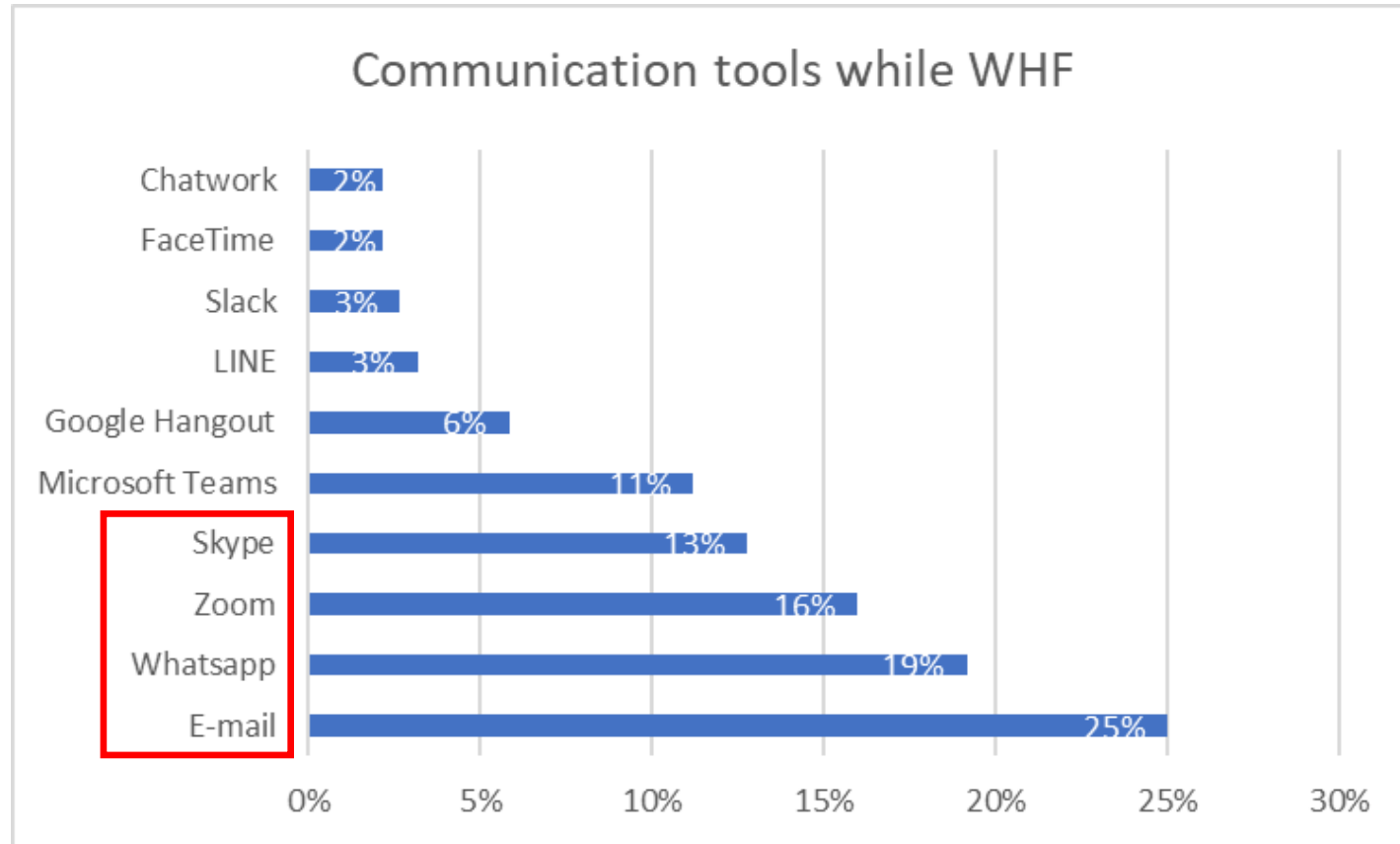
**73% : Same as before or better VS position**  
**⇒ 60% are consultant.**

Really went down/went down



- Cloud based ATS, CRM
- E-mail, Excel, Spreadsheets
- Company database with remote access

# The Results of survey



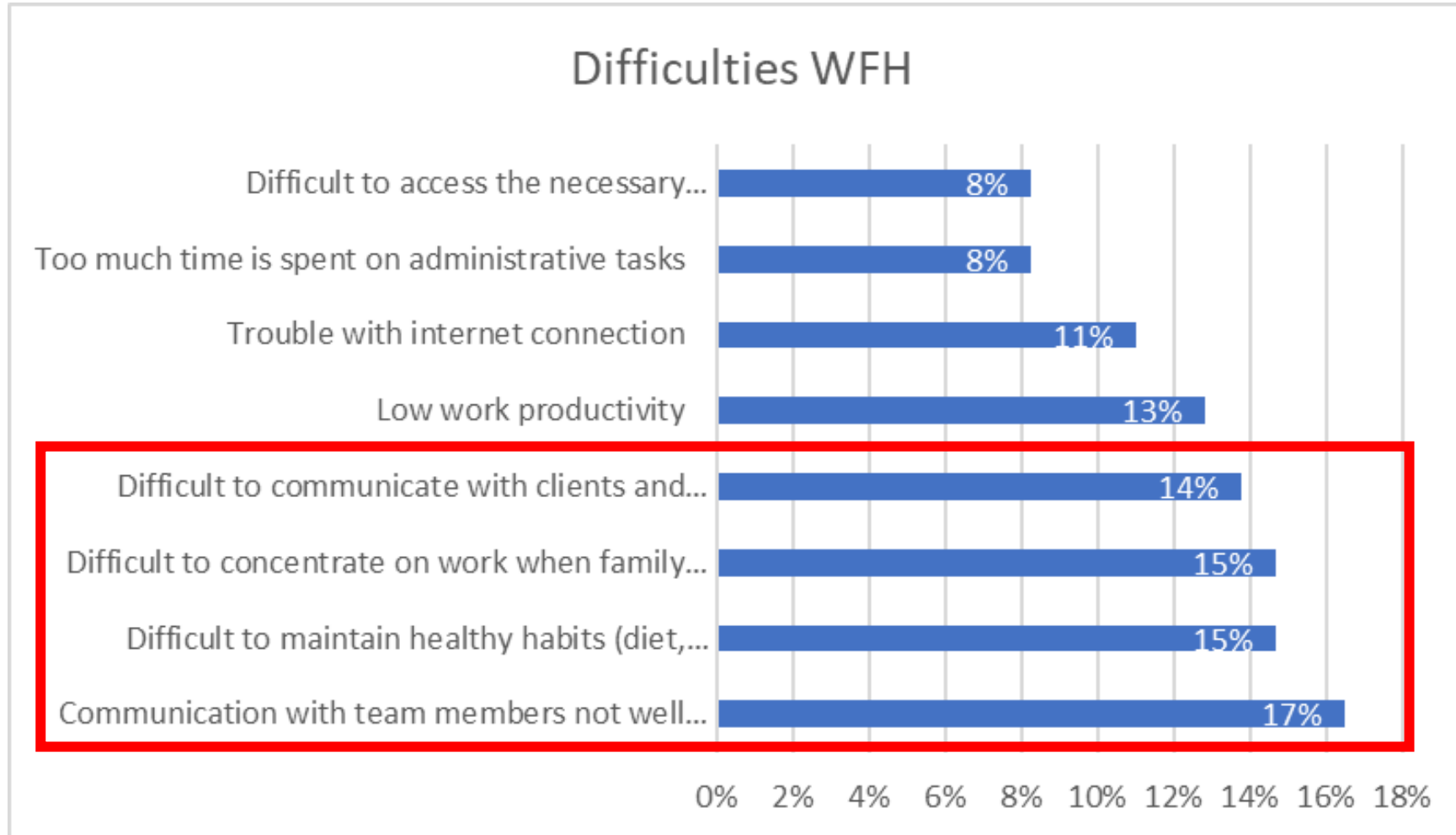
**E-mail, Whatsapp, zoom, Skype seem to be the mostly used means of communication**

# The Results of survey

MEASURES	IMPLEMENTING IT	THINKING OF IMPLEMENTING IT	WAS IMPLEMENTING IT EVEN BEFORE COVID-19	NOT IMPLEMENTING IT
Working from home	76.7%	6.7%	13.3%	3.3%
Adjusted working hours and days	49.2%	6.8%	8.5%	35.6%
Flexible working style	51.7%	8.3%	13.3%	26.7%
Business closed, staying at home	21.7%	5.0%	5.0%	68.3%
Compensation for business closure	15.0%	15.0%	1.7%	68.3%

**76.7%** are continuing with business as they WFH while **21.7%** closed business.  
**13.3%** were already WFH even before the pandemic.

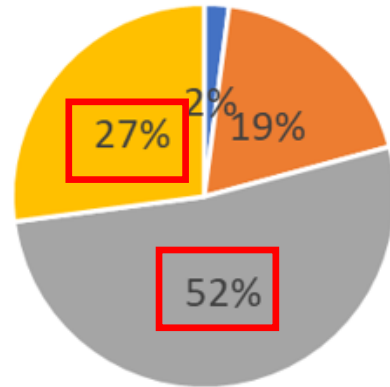
# The Results of survey



**There is communication difficulties among members themselves, with clients and also candidates. There is also difficulty maintaining good balance of health, family and work.**

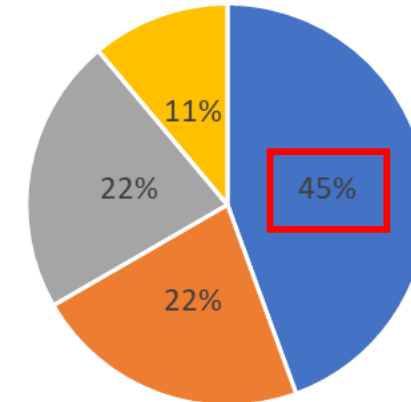
# The Results of survey

Would you like to continue working from home?



■ I don't know      ■ No, I wish to work in the office  
■ Once or twice a week would be fine      ■ Yes, as much as possible

No, I wish to work in the office



■ E-mail   ■ Excel, Spreadsheets   ■ Company database with remote access   ■ Unknown

**Wish to work from the office (Currently using Email, Spreadsheet Excel etc as their base**

79% : Would like to Continue WFH

What companies are doing to make the WFH experience better

1. Care for mental health
2. Constant communication from management
3. Online social time with members

# Introduction of our guest



Reeracoen is a recruitment agency established in October 2011 and has expanded its operations to 21 branches across 10 countries within a span of 7 years.



## Regional General Manager Mr. Kosuke Soejima

- Moved to Singapore in 2016
- Has been managing the Singapore branch since 2017
- In 2019, in charge of managing 3 branches: Singapore, India and Philippines.



# Guest Interview



# Guest Interview Questions and Answers

First, please give us an overview about your company.



Established on October **2011** in **Singapore**.

mainly focusing on the Japanese companies but also local companies

candidates consist of **80% Singaporean locals** and 20% Japanese residing in Singapore.



There were **only 4 consultants** at first but the company has been growing ever since.

What is the strength of your business?



The volume of candidate database and  
the speed at which we conduct business with our clients



How much has your business scale expanded since its establishment?



- The number of employees has increased by **about 4 times**
- Expanded to **22 branches in 10 countries** in a span of 7 years
- Sales have increased by **about 4 to 5 times**

The fast rate of expansion was due to focused on unifying business process and sharing know-how

**Has your company been affected by this current situation of Covid-19?**



**Yes, the effects could be felt in Singapore since the beginning of April, in Malaysia, it started even earlier due to the lock down.**

**How exactly have you been affected?**



**About 60% of positions in hiring the process were frozen or became slower. However, still 40% are continuing to hire.**

# What kind of industries are continuing to hire?



Information and communications services and providers



Energy, petrol and gas services



Food retailers, supply and delivery



Banking and finance, insurance and asset management



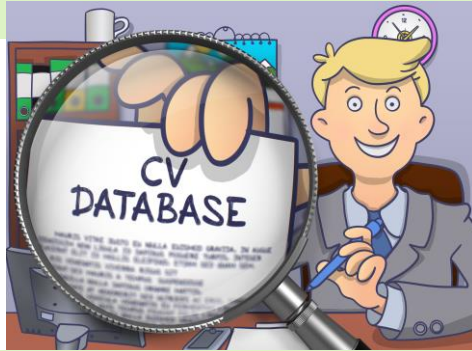
Manufacturing, pharmaceutical and biomedical science



Public and private transport services, and logistic providers

**Mainly essential services which are food suppliers, logistics , pharmaceutical, biomedical, banking ,asset management industries are still continuing to hire. Also IT companies and Web service companies didn't get affected very much.**

## How about the candidate activities in recruitment?



Did not really change as compared to before. Candidates are still registering because they are still looking for the better opportunities compared to their current jobs.

## What measures are you taking to cope with the tough situation?



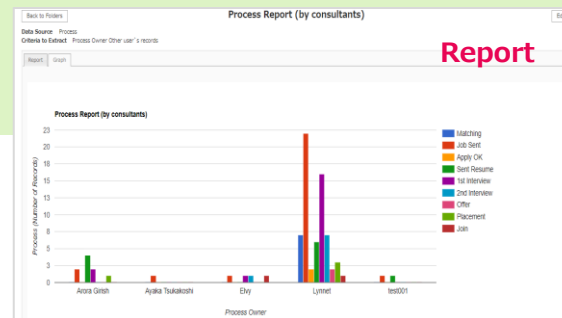
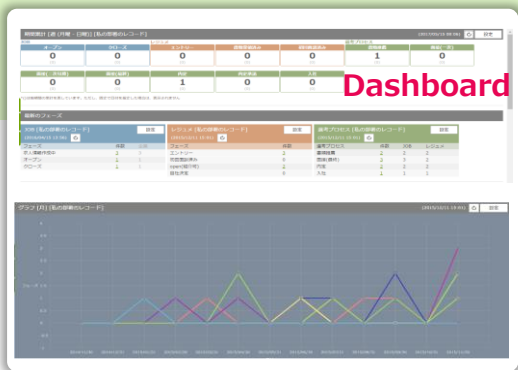
- Trying to expand to our network of the essential industries
- The consultants who previously worked on candidates are now focusing on clients to get new job orders

Do the consultants and recruiters work from home ?



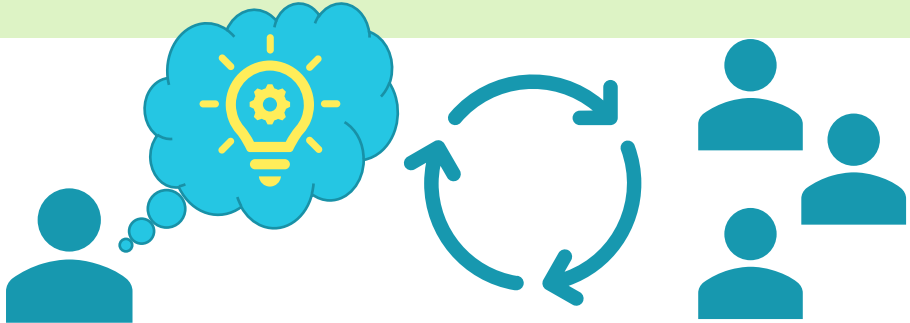
Yes, all members are working from home.

How do you manage your members?



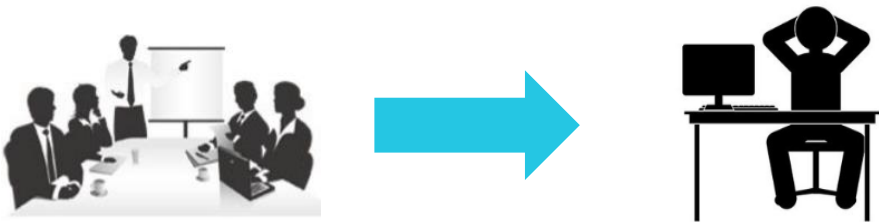
Currently using HR-Business Cloud and it **automatically** shows their performance which is their recruitment progress and their personal KPI in **dashboard** and **report function** in real time.

## How do you share information timely to all members from home?



- Information of new JDs or CVs, is shared to all members using the **notification function**.
- Also use the report function to keep track of the progress of projects and analyze trends to make decisions.

## Was it easy to adopt new working style?



Yes, it was **very smooth**.

Since the system is Cloud based, it took **just one day** to change to WFH.



**Are there any problems with data accessibility and security from home?**



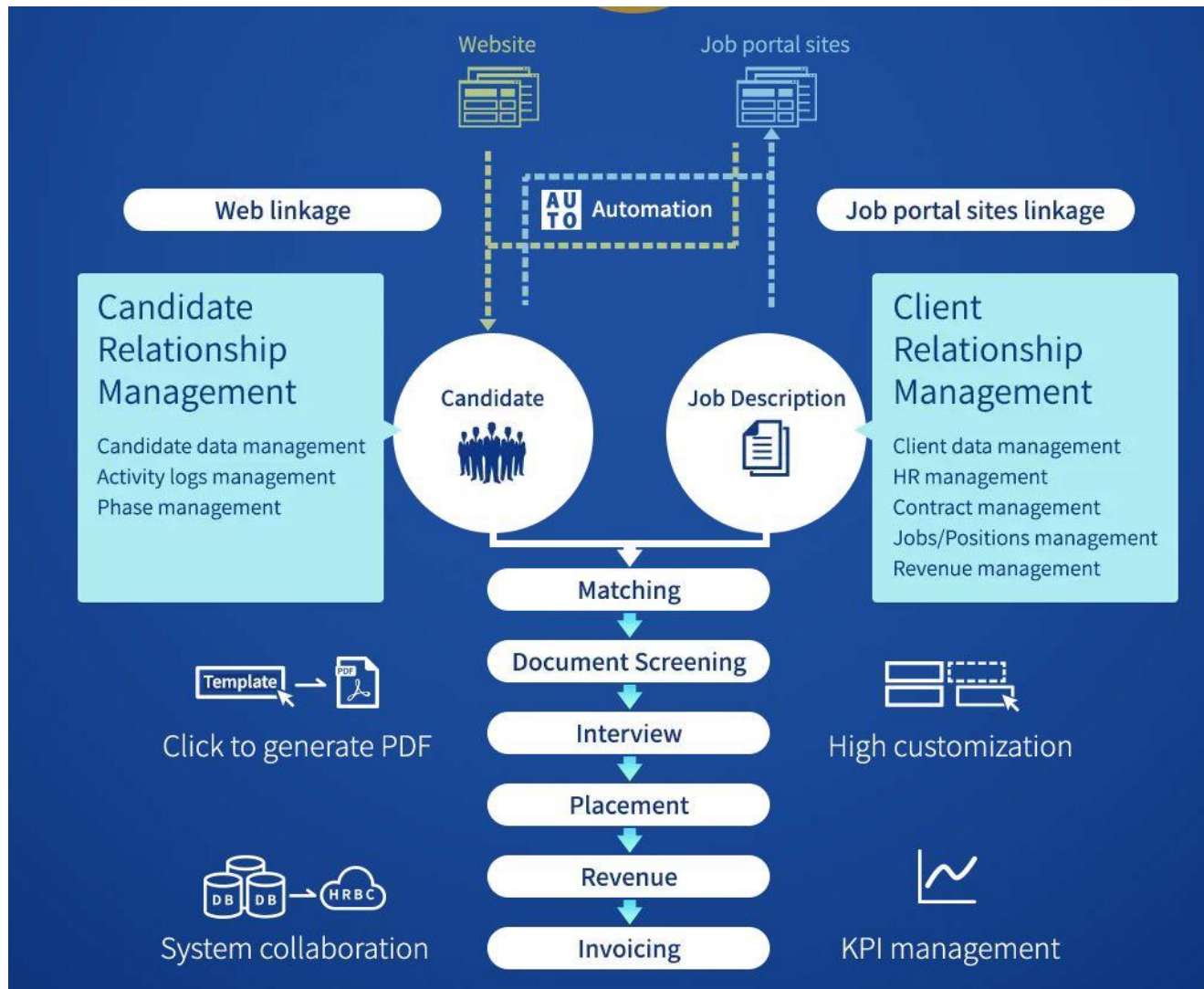
**Not really, with IP restriction and possibility to see the records of all activities done, keeping track can easily be done even when working from home.**

**How is the productivity of WFH as compared to working from the office?**



**Due to the decrease in new job orders the revenue per consultant decreased, but the productivity of member's workforce did not get affected from working from home.**

# Sneak peak of Porters HR-Business Cloud













**During this time of pandemic where WFH is inevitable, HR-Business Cloud can support in:**









- Centralized data management which makes access easier
- Automated processes which reduce administrative tasks
- Security settings

# Q&A session

---

<p> Anonymous 3:43 PM</p> <p>If your BD could not bring any new clients at this moment . What will u do ?</p> <p></p>	<p>Currently operating other businesses e.g chat tool, candidate tracking</p>
<p> Anonymous 3:39 PM</p> <p>Have you had to make any cuts in your business?</p> <p></p>	<p>No, workforce was channeled to BD and other businesses</p>
<p> Anonymous 3:37 PM</p> <p>How are you looking after your employees well being during this time? What efforts are you going to to make sure they are not over worked?</p> <p></p>	<p>Have morning meetings and evening meeting to check on members and also one on one meetings to address individual concerns</p>
<p> Anonymous 3:37 PM</p> <p>Question to Porters. Please elaborate on Porters singapore global desk and support provided.</p> <p></p>	<p>Singapore office global desk is to provide software consultation and support services for Porter's existing clients outside Japan</p>
<p> Anonymous 3:36 PM</p> <p>It has been really hard time finding the new clients , what do u think about it?</p> <p></p>	<p>It is hard for most recruitment companies. The important thing is to maximize current capabilities and if possible explore other revenue generating activities</p>

## Q&A session

<p> <b>Anonymous</b> 3:35 PM</p> <p>what are the problems that recruitment companies in Thailand are facing.</p> <p>1 </p>	<p>Not sure, but from Bangkok branch business is just as difficult as other regions</p>
<p> <b>Anonymous</b> 3:34 PM</p> <p>Soejima san. How do you get new clients under WFH environment?</p> <p>1 </p>	<p>Not sure, but from Bangkok branch business is just as difficult as other regions</p>
<p> <b>Imran</b> 3:34 PM</p> <p>Question for Kosuke: What are the main hiring (positions) that are required now in Singapore during this pandemic?</p> <p>1 </p>	<p>Essential services: Banking &amp; finance, food retailers &amp; suppliers, logistics, Pharmaceutical and biomedical science industries , ICT</p>
<p> <b>Anonymous</b> 3:34 PM</p> <p>Are you trying to expand sales network that you have not dealt with before? How do you expand the network?</p> <p>1 </p> <p>...</p>	<p>Yes, to essential services and businesses other than recruitment</p>

# Thank you for joining the webinar



**Stay safe and healthy.  
Let's get through this situation together!**

Contact us for Free Demo / Other Inquiries

**Porters Corporation**

**Tel: +81-3-6434-0017**

**Email: [sales@porters.jp](mailto:sales@porters.jp)**

**Web : <https://hrbc.porters.jp/en/>**

PORTERS  
**HR-Business Cloud**