

# DISCOVER HOW TO WIN WITH THE ACCELERATION OF DX IN RECRUITMENT

BREAKING FREE FROM  
THE ANALOG ERA

APRIL 13TH, 2022

porters

13:00~13:45 (Thailand/Indonesia)

14:00~14:45 (Singapore/Malaysia/Philippines)

15:00~15:45 (Japan)

porters

# Introduction



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*Marketing Group*

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# Introduction of Porters Corporation

Recruitment solutions company founded in Japan, in 2001

HQ in Tokyo, branch office in Osaka and a subsidiary in Singapore

Hold's the No.1 share of Japan market

Recruitment Agencies(Japan)

2,000

Staffing Agencies(Japan)

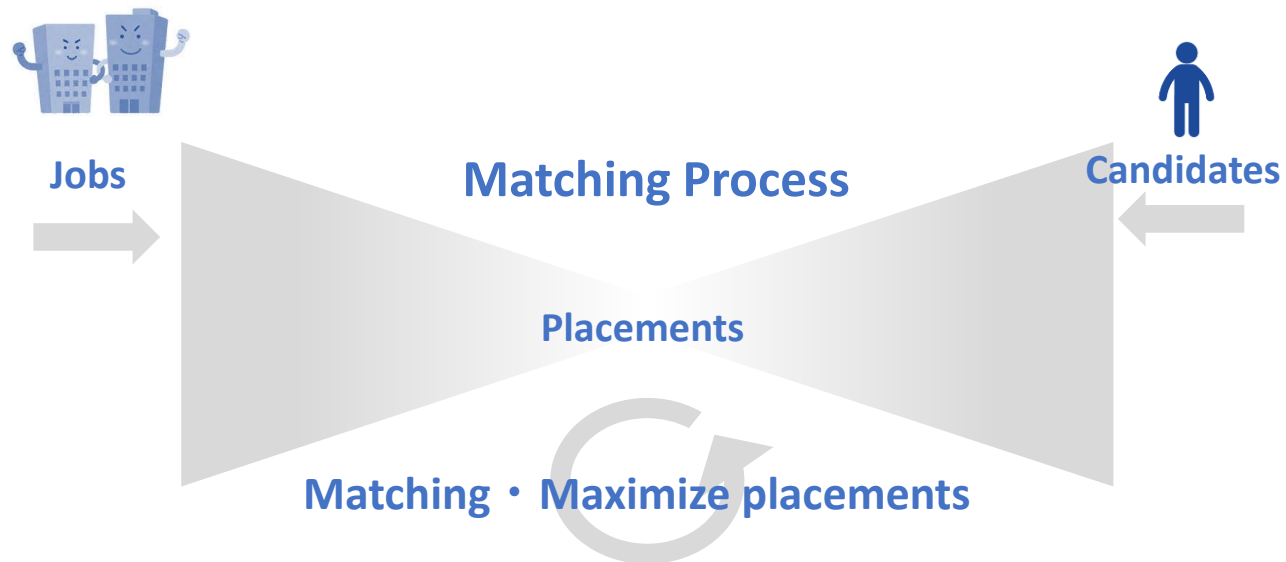
100

Overseas presence in 11 countries (600 Users)



# PORTERS: A system that promotes DX in Recruitment Business

- PORTERS is characterized as a system that fosters 「**Business Efficiency**」 and 「**Placement Maximization**」 .
- Porters operates with these core functionalities:



ALL recruitment data is centrally managed, therefore reduce the chance for errors and duplicate inputs

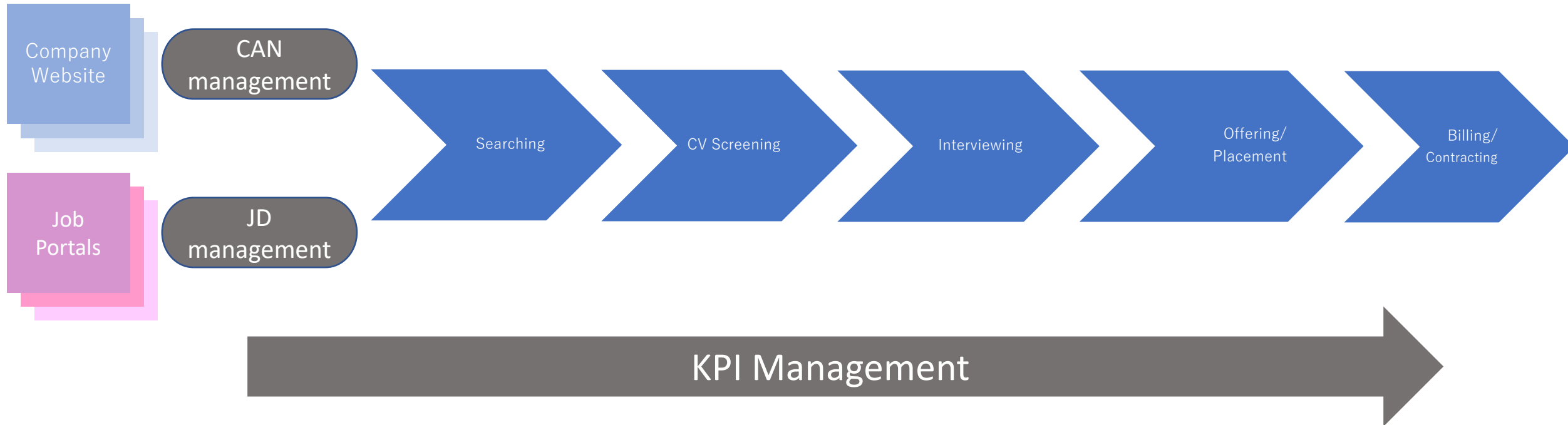
Increase productivity by optimizing job-candidate matching

Accelerate PDCA cycle by visualizing KPIs and other business performance metrics

Standardize workflow to help consultants constantly generate results

# A visual representation of how Porters works

A complete solution for managing recruitment data from the beginning to the end



# Agenda

- Acceleration of DX in Recruitment Business
- Why it is necessary to implement DX
- Why Porters is the most preferred in Japan: Success stories
- Tips for increasing productivity with DX





# Digital Transformation in Recruitment

- Definition of ‘Digital Transformation’
  - The adoption of **digital technology** by a company.”  
(Wikipedia: [https://en.wikipedia.org/wiki/Digital\\_transformation](https://en.wikipedia.org/wiki/Digital_transformation))
  - “The process of using **digital technologies** to create new — or modify existing — business processes, culture, and customer experiences to meet **changing business** and **market requirements**. “  
(Salesforce: <https://www.salesforce.com/products/platform/what-is-digital-transformation/>)
- In recruitment, DX is used to eliminate or simplify tasks while increasing efficiency and productivity. Examples being:



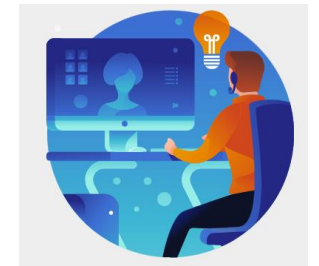
Implementation of a data management tool



Automation of processes



Cloud services

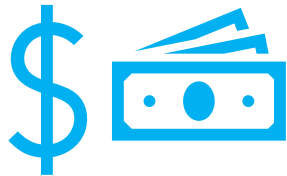
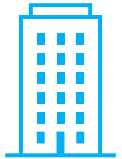


WFH system

# Digital Transformation in Recruitment

Digital transformation continues to evolve, and we may not know what will happen in future, but we know that:

① Businesses need to perform to remain relevant in the market



② Technology will keep evolving

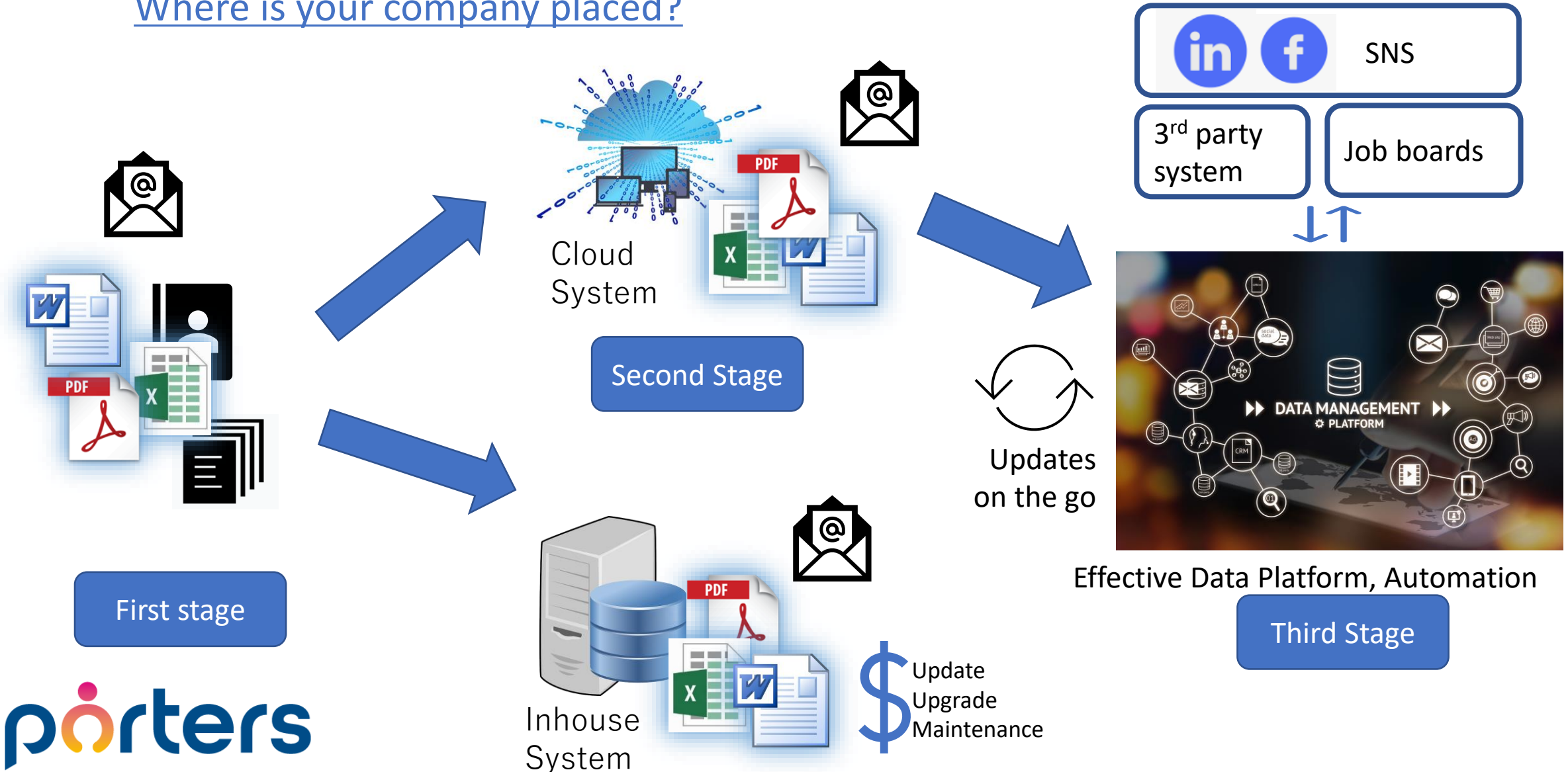




# Digital Transformation in Recruitment

How can you create an effective data platform in Recruitment by DX?

Where is your company placed?



# Why it is necessary to implement DX

## 1. Data Security Risks

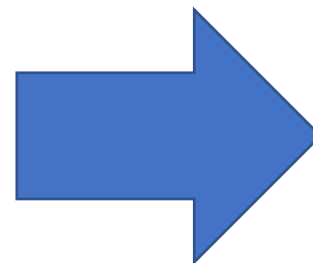


Do you ever encounter such?

- Wrongfully update information
- Wrongfully delete information
- Unauthorized data access/download
- Access by former employees

It's necessary to have

- ✓ Controlled secure access to data
- ✓ Accountability on personal data management



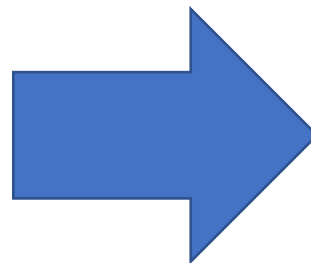
Build trust with clients and candidates

# Why it is necessary to implement DX

## 2. Difficult to Track Activities



- Difficult to track who did what, when and why?
- What's the next action?



Do you ever encounter such?

- Sending information to the wrong person
- Forget to input/update information
- Forget to follow-up on a candidate or client

No clear direction of recruitment processes and company performance

# Why it is necessary to implement DX

## 3. Potential Loss of Business Opportunities



Do you ever encounter such?

- Introducing already introduced candidates
- Contacting a candidate who is already placed
- Contacting a client on a job that has already been filled
- Do memory matching?  
(System matching has greater reach/accuracy )

DATABASE

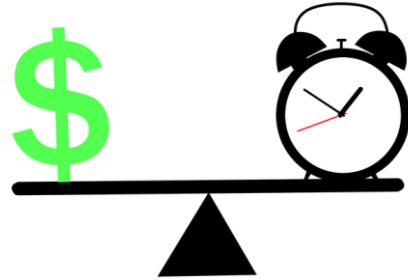
✓ To win in recruitment, a combination of a powerful database and speed are key.

SPEED

✓ Without DX, you miss one or both critical factors.

# Why it is necessary to implement DX

## 4. Time wastage



- Recruitment is high paced; therefore, speed is key, and time is of the essence
- Competition is high in the market with more roles than skilled talents
- Manual work leads to time wastage in
  - ✓ Searching
  - ✓ Data entry
  - ✓ Reporting
  - ✓ Administrative tasks



# How Porters can Support you in DX



## Product Merit

- ✓ All in one recruitment solution
- ✓ Easy to implement
- ✓ Affordable
- ✓ Highly customized to fit business needs

## Support Merit

- ✓ Support during and after implementation
- ✓ Free training
- ✓ Assigned professional consultant



No.1 in Japan





# Best Practices to Explore

Porters' clients have experienced work efficiency and increased productivity leading to business growth.

*"The recruitment division achieved an increase in revenue to 197% as compared to the previous year"*

*"CV-Parsing reduces the time and effort of data entry, and I feel that productivity has improved"*

*"We have improved operational efficiency by automating candidate application process."*

*"The time required for managing tasks that took 5 hours has been reduced to 1/10 of the time"*





# Porters Success Stories

## Challenges:

- Could not **centrally manage** resumes
- Could not **track** well recruitment processes
- Needed a **highly scalable** system that can be **customized** to facilitate overseas expansion

## Results after implementing PORTERS:

- KPI management became **simpler**
- Maximized **work efficiency** and **productivity**
- Task management **time cut down to 1/10**
- **Standardization** of recruitment process facilitated business expansion to 22 branches in 10 countries in a span of 7 years



# Porters Success Stories

## Challenge:

- Wanted to **standardize workflow** in recruitment process to facilitate training of new consultants **and increase individual's productivity**

## Results after implementing Porters:

- Achieved an increase in **revenue to 197%** as compared to the previous year while the individual productivity increased to **157%**



# Tips for increasing productivity with DX

- Centrally manage recruitment data
- Standardize recruitment workflow
- Use tools to reach out to a bigger candidate pool
- Minimize/Eliminate manual tasks
- Monitor performance based on actual numbers and maintain a PDCA cycle

# Conclusion

- Digital transformation is key to enjoying high volume recruitment
- Digital transformation continues to evolve to meet the ever-changing market needs
- Other companies have experienced efficiency and growth in their businesses with digital transformation, your company can experience the same

## But how can you win?

 You need a digital tool that will drive you to your goals.

Try  porters



# Q&A



Please type your  
questions in the Q&A tab

# Get in Touch!



Please spend a moment to take our survey about today's webinar

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Web : <https://portershrbc.com>