

MAXIMIZING RECRUITMENT BUSINESS' SUCCESS WITH DATA-DRIVEN STRATEGIES

7th June, 2023

Free Webinar



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

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

15:00 ~ 15:45 (Japan)

Agenda

- PORTERS introduction
- Essential data in Recruitment business
- Success Stories
- Recommendations for building data-driven strategies
- Conclusion

About PORTERS

Established 2001
in Japan

Recruitment
Agencies
2,000+

Locations:
Tokyo, Osaka, Singapore

Staffing
Agencies
150+

No.1 share of Japan
market

Overseas
presence in
11 countries
(700+ Users)

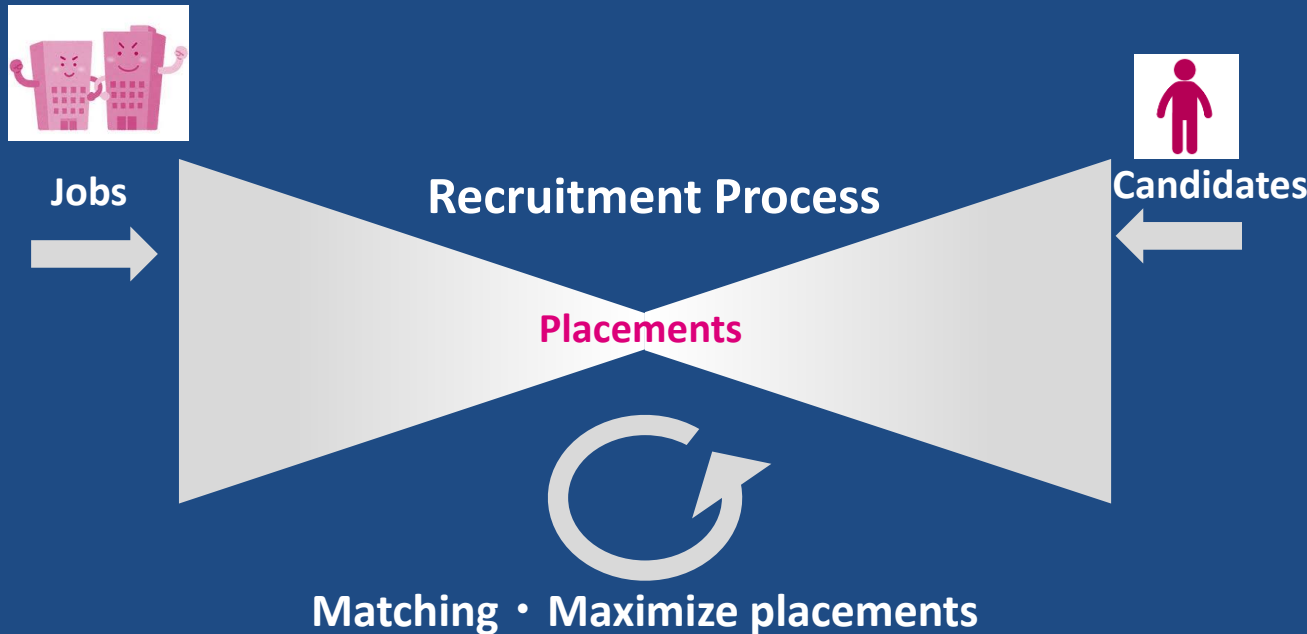


MEIKO GLOBAL



About Porters System

- PORTERS is characterized as a system that fosters Business Efficiency and Placement Maximization.
- Porters core functionalities:



ALL recruitment data is centrally managed; therefore, everyone can access the latest information at any given time.

Increase productivity by optimizing job-candidate matching

Accelerate PDCA cycle by visualizing KPIs and other business performance metrics

Standardize workflow to increase efficiency of the consultants

Essential Data in Recruitment Business



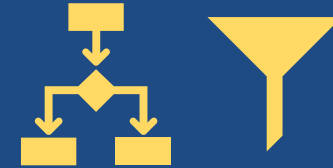
Business Development

- No. of clients
- No. of JDs
- Target roles & Industries



Candidate Sourcing

- Which media?
- Paid or unpaid?
- Medium with best conversion?



Conversion Rates

Sourcing > Screening >
Interview > Placement > Joining



No. of Placements/Revenue Generated

- Which clients?
- Which industries/roles?



Unit Price

- How much revenue per placement?

Challenges

Ideal Situation

All essential data is well managed, output is maximized

Reality

- There are challenges in sourcing, BD, pipeline conversions
 - Data input is cumbersome
 - Data is not shared across the company
 - Consultants' turnover
- ... and many more!

How to Counter the Challenges

Company policy:

- Work framework
- Creating a powerful database

Employee Training & Education

Automation of repetitive & administrative tasks

Results

1. Systematic operations
2. Easily identify bottlenecks and formulate strategies to resolve them

Success Stories

Human Global Talent Co., Ltd.



Revenue 197% YoY



Individual productivity 157% up

Reeracoen Singapore Pte. Ltd.



Revenue 4~5 X



Expanded to 21 branches in 10 countries, in 7 years



D&I, Inc.



Job-candidate match rate 300% ↑



Candidate submissions 200% ↑



Productivity 120% up

Success Stories: Key contributor to the success



Visualization of progress

- No. of interviews
- Placements
- Revenue
- Consultants' Activities



Review/ Establishment of goals (KPIs)

- Analyze current progress
- Improve current progress



Improve individual, collective productivity

- Identify areas of focus
 - Clear bottlenecks
 - Measure progress
- SPEED X VOLUME**

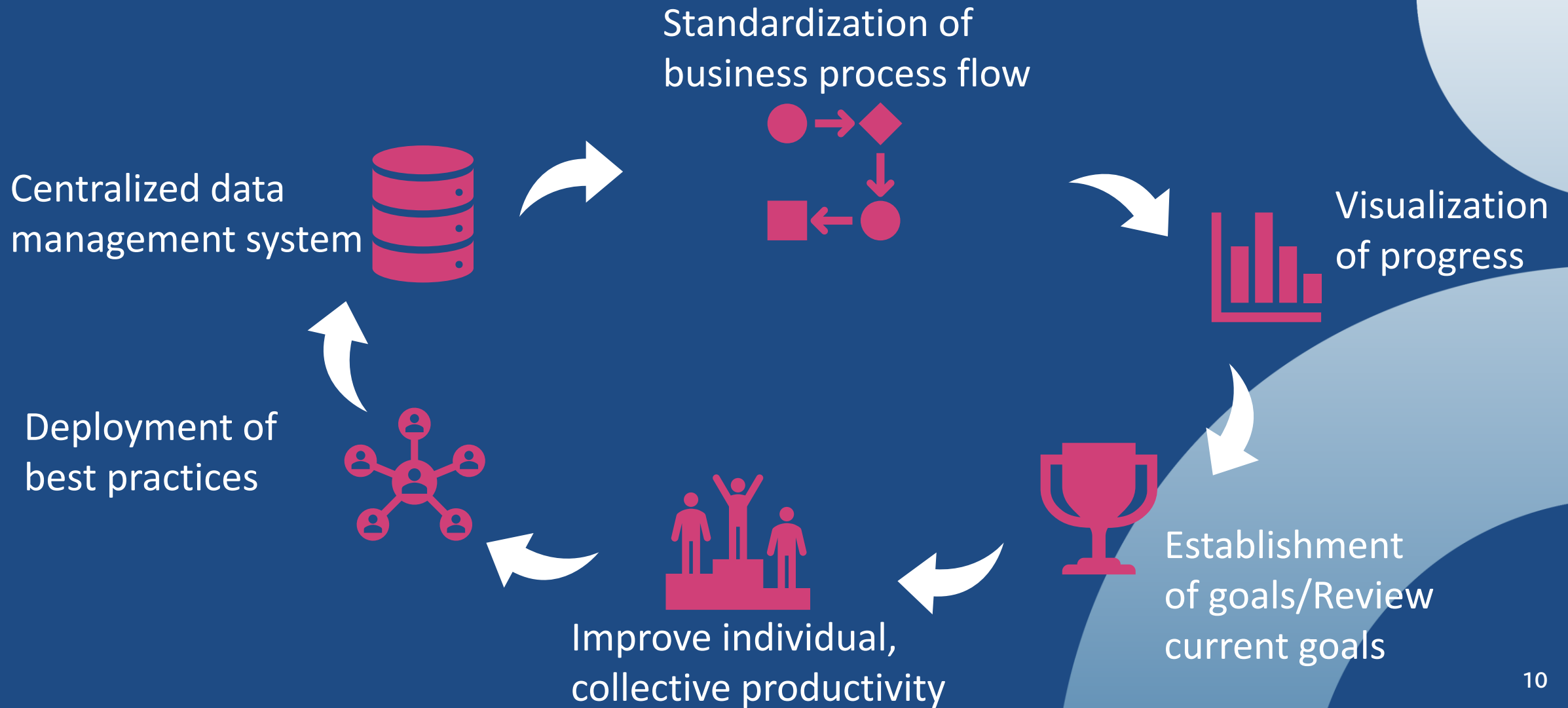
Deployment of best practices
(Share & learn from experiences)



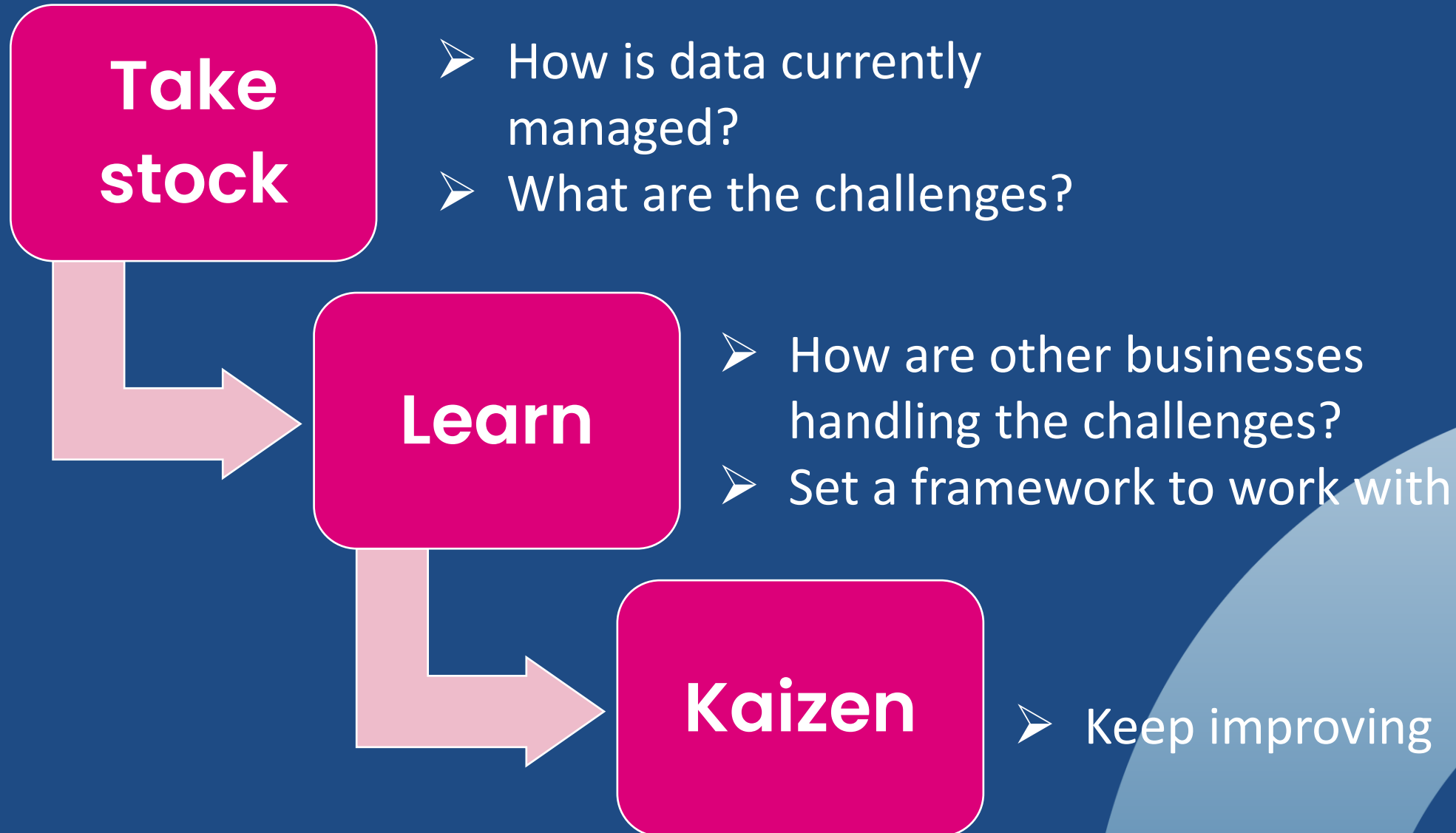
PDCA Cycle

Recruitment Business Success Model

Standardization of Business Process Flow



How to Build Data-driven Strategies



Recommendations for Building Data-driven Strategies

Building a powerful database



Data = Asset

- Gives insights
- Maximizes potential

Education

Communicate the 'why' and benefits

Tools

Provide /invest in the necessary tools e.g

- Automation
- Linkages

Recommendations for Building Data-driven Strategies

Candidate Acquisition



- Capitalize on the sources that have proved to work better
- Actively source for candidates that are easily placed and promote them to potential clients

Recommendations for Building Data-driven Strategies

Business
Development



Identify and prioritize BD targets according to :

- The industries/roles that easily convert
- The clients whose processes move fast
- Roles that have higher unit price/fee
- Clients with higher potential

Recommendations for Building Data-driven Strategies

Conversion Rate



Sourcing/BD

Placements

- Clearly define each stage in the recruitment pipeline and communicate accordingly (KPI)
- Monitor the conversions and identify best practices
- Strategize to get higher conversions

Recommendations for Building Data-driven Strategies

Management



Put in place guidelines for operations:

- Centralize data to have one source of truth
- Manage KPIs/Reports
- Educate consultants on the guidelines

Expected Results

**Visualization of
current state
based on data**

**Implement
Kaizen strategy
& Increase
efficiency**

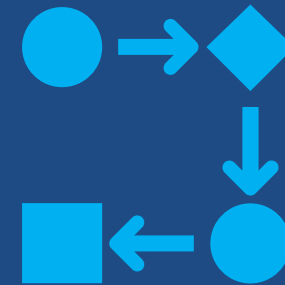
**Monitor results
& Build growth
strategies**

Conclusion

Visualize current state



Standardize business process flow



Build Successful Business Strategies



Thank You!

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

Porters Corporation

