



## **C & M Travel Recruitment**

A niche, boutique UK recruitment agency, C&M Travel Recruitment's software needs are highly specific. With only a small number of direct competitors, the key to success for this focused recruitment company is accurate, intelligent CV-candidate matching.

### **Prompt and Precise**

“Along with timely CV collecting, we needed a product that would support candidate matching, to make it faster and more accurate,” explains David Robinson, Commercial Director at C&M Travel Recruitment.

The strategy that C&M chose was to employ Daxtra's CandidateCapture for hassle-free candidate registration, Daxtra's SearchStation to enable consultants to uncover best-fit candidates for a job from their CRM database, and Daxtra's Reformatter module, which when a candidate CV needs to be sent out to the client, transforms it into the in-house format with C&M logo, cover sheet and styling.

“When we are looking for a very specific candidate for a complex position, we use Daxtra's SearchStation,” David says. The Internet-based search and matching solution first applies a powerful linguistic search process to match the content of job descriptions and CVs; it then ranks its results by relevance, in a list which includes a fragment of the CV to illustrate its content to the consultant, and allows them to shortlist this selection in just three mouse-clicks.

“Daxtra SearchStation is a very simple concept,” David explains. “It enables us to find good quality candidates more easily, and the interface design with a snippet of each CV means that consultants can instantly see the relevant information from Search.

“In addition, Search offers a Watchdog system, whereby consultants can receive e-mail alerts as soon as a CV enters the database which is relevant to a job description.”

### **Facilitating Training**

“While our consultants didn't require any training to use CandidateCapture,” David says, “and only a small amount from our in-house trainer to use SearchStation, Daxtra's system actually helps us to facilitate our staff's learning.

“If it notices any omissions or inconsistencies in a CV, Daxtra's technology can quarantine it and flag it up to an administrator. The administrator can then go back to the

consultant responsible for putting that CV into the shortlist and they can discuss why that decision was made, and teach them why it was inappropriate. It also means that the integrity of candidate data is brilliant.”

### **Candidate Sourcing**

“CandidateCapture has enabled us to know 100% of our candidate sources,” David says with confidence. CandidateCapture alongside our [multi-posting software](#) is unique in its tracking of candidate sources, including attaching their original e-mail with CV applications. For any given candidate, CandidateCapture ensures that C&M’s database has a record of which initial position they applied for, which job board the application came from and which C&M consultant is now responsible for that application.

### **Return on Investment**

“Daxtra’s system pays for itself just in the headcount saving,” David says. The speed at which Daxtra’s system processes and pre-formats CVs allows C&M to efficiently respond to client needs without having to employ - and pay - extra staff to input the data manually.

David also goes on to note that since implementation of Daxtra’s systems, C&M’s profits have doubled, and remain stable at this high point.

“Of course I don’t attribute all of the extra profit to Daxtra’s system,” David elaborates, “but it has certainly been a contributing factor. Daxtra’s SearchStation allows us to get CVs to clients quicker, whilst CandidateCapture has streamlined consultants’ roles to give them more time for client and candidate consultancy work, and pre-formats CVs competently. Now consultants need only spend a small amount of time tweaking, instead of the lengthy process of typing CVs from scratch.”

### **Customer Service**

As a decision-maker at C&M, David has had a lot of face-to-face experience with Daxtra staff, from point-of-sale to aftercare - and all of it pleasant.

“Christian was the first person from Daxtra I had contact with – he was fantastic and I really warmed to him as an individual,” David recalls. “He was a great salesperson – took his time, never put me under any undue pressure and was enjoyable to work with.

“Later,” he continues, now referring to Daxtra coming on-site to train the staff at C&M, “the Account Manager gave the most simple, perfect explanation of it. It gave me real confidence in his understanding of the product.

“As for IT support, Daxtra have always been quick to get back to us and resolve queries,” David concludes, “but to be honest we’ve rarely needed them – it’s a reliable product.”

### **About Daxtra's CandidateCapture**

CandidateCapture is a network appliance designed to work with the client database by fully automating such routine administration tasks as: resume acquisition, resume processing, deduplication, and data-entry. For more information, visit <http://www.daxtra.com/candidatecapture.html>

### **About Daxtra's Multicruit Research Station (SearchStation)**

Daxtra's Multicruit Resource Station is a network appliance that mirrors your recruitment database, providing its powerful search and matching through an intuitive web interface delivered over your Intranet. For more information, visit <http://www.daxtra.com/resourcestation.html>