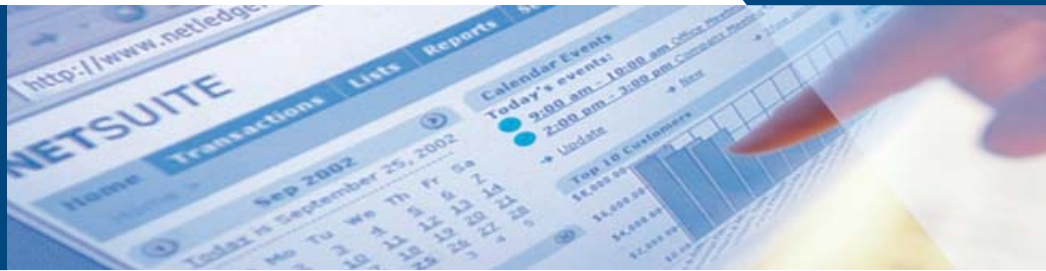


## Web Recruit

[www.webrecruit.co.uk](http://www.webrecruit.co.uk)



### At A Glance:

- **Company:** Web Recruit
- **Location:** Exeter, Devon, UK
- **Industry:** Professional Services
- **Challenges:** Replace inefficient CRM tools with a more robust, better integrated solution that can boost sales and lead-conversion rate
- **Software switched from:** Microsoft Excel, Microsoft Outlook
- **Other software considered:** Virtual Office
- **Results with NetSuite:**
  - Sales up by 25 percent in just six months
  - Lead conversions up by almost 20 percent



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— Jay Cholewinski, Sales Director  
 Web Recruit

### The Results:

By moving to a more efficient way to handle its leads, Web Recruit has been able to close more deals. Since it started using NetSuite in September 2004, Web Recruit has seen its conversion rate jump almost 20 percent. “NetSuite lets us manage leads and prospects much more effectively,” says Jay Cholewinski, Sales Director at Web Recruit. “We can send out more marketing e-mails with less effort, and then follow-up with reminder e-mails and letters. The result is a lot of new business.”

Indeed, since September, Web Recruit’s sales are up by 25 percent—an increase the company attributes to NetSuite. “The level of customer detail that NetSuite tracks is phenomenal,” says Cholewinski. “It allows us see our entire client history, which lets us provide more effective support. About three-quarters of our increase in sales is repeat business, which shows how good NetSuite is at helping us provide first-rate service.” And while NetSuite has proven easy to customise, it’s also proven easy on its users. “NetSuite is very simple to use, but extremely effective,” says Cholewinski. “With it, we’ve become a more efficient business.”

### The Challenge:

Few companies understood the power of the Internet better than Web Recruit. Indeed, its entire business model—not to mention its name—was based on the Web, and the efficiencies that Web-based technologies made possible. Since its founding in September 2001, Web Recruit had been helping clients fill job vacancies by advertising listings on 50 major Internet job boards, and then screening candidates and forwarding resumes. But it had yet to leverage the Internet in growing its own business. “When it came to a CRM solution, we were using nothing more than Outlook and Excel, which was very labour intensive and not very efficient,” says Cholewinski.

By 2004, Cholewinski was looking for a more effective CRM solution. He looked at packages including Virtual Office, which, he says, was “not easy to use or customise.” After failing to be wowed by any standalone program, Cholewinski realised that the answer was as plain as the name on his door. “We wanted something Web-based, like us,” he says. With a central office in Exeter and a smaller branch in Oxfordshire, Web

 Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit [www.netsuite.com/uk](http://www.netsuite.com/uk)



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Recruit not only needed a more efficient CRM solution, it needed one that was easy to access, no matter where the user was. “We wanted to be able to access data from anywhere,” Cholewinski says. “That led us to NetSuite, which did everything we needed and could be easily customised.”

Most importantly, NetSuite offered an easy, yet effective, way to monitor a growing business. “NetSuite’s abilities were endless,” says Cholewinski. “We could keep better records on our clients, getting an immediate overview of their history, along with their payments and interaction with us. With NetSuite, we’d also be able to ramp up our marketing efforts. That was something that was previously too labour intensive for us to do effectively.”

#### **The Solution:**

In September 2004, Web Recruit moved to NetSuite for its CRM needs. Immediately, communications with customers and prospects improved. “We could control everything so much easier with NetSuite,” says Cholewinski. “Having that history of your customer or lead right in front of you enables you to sound very professional when talking to them.”

Not only were leads entered into NetSuite, but so were orders, so when clients called with questions or for help, Web Recruit staff had immediate access to all relevant information, enabling them to service clients faster and better. “We could see what they ordered, who placed it, who they’d spoken to, and so on,” says Cholewinski. “It let us understand our clients a lot better. Before, we’d rely on scraps of paper and notes in Outlook. Now we’d have a full record, available in one place, at anytime, from anywhere.”

NetSuite also boosted Web Recruit’s marketing capabilities. “We were a lot more successful because NetSuite let us upload our leads, send out e-mails, and manage it all in a way that was far less labour intensive than our old system,” says Cholewinski. “Now we could quickly see where we needed to follow up.” By showing Cholewinski where to focus his resources, NetSuite has shown him how to increase sales, both with new customers, and old ones. “We’ve increased our new business drastically, but because we service our existing business better, we’re getting more repeat customers, too,” says Cholewinski. “I don’t know how we ever managed without NetSuite!”