



Workopolis.com

www.workopolis.com



At A Glance:

- **Company:** Workopolis.com
- **Location:** Toronto, Ontario
- **Industry:** Professional Services; Staffing; Electronic Commerce
- **Software switched from:** Siebel, ACCPAC
- **Results with NetSuite:**
 - Sales up 30 percent
 - Headcount controlled
 - Automation of sales leads

“I have a much better idea now of what's actually in our pipeline revenue-wise. That's the most important thing to me.”

— Patrick W. Sullivan, President
Workopolis

The Results:

Workopolis, an online job site started about seven years ago, is a joint venture between two of Canada's major newspapers - Gesca Ltee, the newspaper publishing arm of Power Corporation and the Toronto Star, the largest newspaper in the nation. It has grown to be the nation's largest job site by any comparison.

"We've grown from a small online job site of around 5,000 to 6,000 jobs to the largest job site in Canada with over 60,000 jobs on the site and almost 3,000,000 people a month who visit the site," says Patrick W. Sullivan, president of Workopolis.

NetSuite was brought in when it became apparent the legacy CRM software the site had been using couldn't handle the company's growth.

"We engaged NetSuite about a year and a half ago and since then it's now used by all of our sales people and by our operations and customer support people as well. All of those groups now are able to enter information about the customer, review information about the customer that someone else may have put in and make better decisions as a result.

"I have a much better idea now of what's actually in our pipeline revenue-wise. That's the most important thing to me," Sullivan says.

Sullivan says NetSuite enables him to go through the revenue pipeline region by region, line by line, to understand how all the company's lines of business are doing in every region of the country. It also gives him a total picture of how his operations staff is doing "and how our customers are responding to activity on the site."

Workopolis uses NetSuite in its call centers, both to process incoming calls and by its 30 telemarketers to make outgoing contacts. "On the call center side, on the business support side, the number of staff has remained basically static while we grew [revenue] roughly 30 percent last year," Sullivan says.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“NetSuite is now deeply engrained in our operation and as such it's much more about creating revenue than saving money.”

— *Patrick W. Sullivan*
President
Workopolis

The Challenges:

Workopolis is the "800 pound gorilla" of job sites in Canada, dwarfing competitors like Monster.ca and CareerBuilder.ca, which are subsidiaries of the dominant job sites in the U.S., as well as Canadian-owned job sites.

"Ours is the largest site any way you measure it," Sullivan says. "We have two to three times more jobs than Monster does and two to three times more jobs than CareerBuilder has. In our most recent month we had 23 percent more traffic than Monster.ca did, and for CareerBuilder, we exceed them by over 600 percent."

With its sizeable customer base and with offices from coast to coast, Workopolis needed a system that could handle the growth and give management the tools it needed to effectively grow the company.

"We had a CRM prior to NetSuite but it was really only used by the sales people and even then it was used rather intermittently. We didn't have a whole view of the customer; we knew the little bit that the sales people were putting in — and frankly they were not putting all the information about the customer in there," says Sullivan.

For Workopolis, the customer is the employer posting a job. In 2006 that added up to more than 60,000 customers he says. "All of those we keep track of using NetSuite," he says.

The Solution:

Sullivan is frank about why Workopolis switched to NetSuite: "It was more about making money." The cost of NetSuite came in at about what the previous company was charging just for maintenance, he says.

"We could get the latest and greatest — which was NetSuite — for something slightly better than our maintenance fee with the other system," says Sullivan. "But the reason we started to look was that we wanted to have that better view of the customer, we wanted to understand how to engage our customers on a more regular basis so that whenever and whoever spoke to a customer would understand what the most recent conversation had been and what their transactions had been.

"NetSuite is now deeply engrained in our operation and as such it's much more about creating revenue than saving money. We're much more proactively using NetSuite as a revenue generator," he says. "It's an exciting product."



 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com