

# How technology can improve recruitment productivity



## 1. Use analytics to track call volumes

**What gets measured, gets done.** Start tracking call volumes to get a better picture of how your business is running and identify what times of the day you see spikes in inbound or outbound calls. Understanding this insight and then structuring the business around it can help you identify ways to make your consultants and your business more productive.



## 2. Integrate calls with CRM systems for a better customer experience

**Make sure all your data is in one place.** Choose a tech solution that can integrate with systems such as Bullhorn, Salesforce and Bond and bring your calls and CRM systems together to give you a single view of all your clients and candidates. See who's calling and view their individual histories before you even pick up the phone, automatically load candidate data and client conversations and spend less time searching through records.



## 3. Make the most of your time and use video conferencing

**Conversation is still king.** With HD video and the ability to conference on the go, using your mobile device, video conferencing is now a valuable tool for any recruiter. Cutting out travel time for meetings can be particularly useful for first stage interviews, gauging whether candidates are suitable is vital, but very time intensive. Choose technology that is resilient and will automatically adjust to deliver high resolution wherever you are— whether over Wi-Fi, public internet or mobile connection.



## 4. Make the world your office

**With a hosted cloud telephony system, you don't have to be chained to your desk all day.** As long as you have an internet connection or mobile signal, you can pick up any call on your tablet or mobile wherever you are. Using the same number as your office landline, you won't incur additional mobile costs. The calls are made through your telephony system so you can still track all of your calls through your in-built analytics.



## 5. Establish best practice through call listening

**Learning on the job is essential and being able to learn from good or bad calls is vital to any training.** With tools like 8x8's Barge-Monitor-Whisper and Call Recording, staff can be coached on how to deal with difficult situations and supported in a live conversation if needed. Listening in to successful calls is invaluable in getting new starters up to speed quickly.

### FIND OUT MORE

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#### About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the provider of the world's first Communications Cloud that combines unified communications, team collaboration, contact centre and analytics in a single, open and real-time platform. 8x8 eliminates information silos to expose vital, real-time intelligence across multiple clouds, applications and devices to improve individual and team productivity, business performance and customer experience. For additional information, visit [www.8x8.com/uk](http://www.8x8.com/uk) or connect with 8x8 on LinkedIn, Twitter, Google+ and Facebook