Oracle Telesales Meets Oracle HRMS – A Powerful Boost to Both Sales and Recruitment

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Presentation Objectives

- Streamlining Oracle systems to meet the 21st century search for talent

- Re-defining Recruitment as Business Development within Oracle CRM

- Learn how to use Oracle CRM technology to build executive search headhunting techniques

The Challenge of Recruitment in the 21st Century

- The available workforce keeps growing – but needs are increasingly complex
  - *I need a consultant who speaks fluent English and Hungarian, is an expert in GL, AP, FA, AR, CE, SOX, knows a little about Oracle-DB2 interfaces, and can start next week in South Dakota…*
- The best candidates long ago stopped…
  - *Answering newspaper ads*
  - *Visiting your websites job vacancy page*
  - *Might not even take a call from a recruiter*

Balance of Power has Shifted

- Employer/Applicant paradigm has changed
- Top talent remains interested – but they need to be *sold* on opportunities
- Executive positions, top performing sales representatives, and tech. specialists are the most difficult positions to fill

What came first, sales or recruitment?

- Sales may be the motor that drives business but….

    - Recruitment's importance to business development is second only to vision, mission and values

    - Professional Service organizations face a special challenge

Solution – Unify Sales and Recruitment Processes

- Oracle Telesales can be used to support a robust Sales-Recruitment pipeline

  - Establishes One Source of Truth from the beginning of the recruitment cycle

  - Easy to associate sales opportunities with staffing needs

  - Allows recruiters to conduct, fast, streamlined, focused searches

Case Study – the IT Convergence Experience

- IT Convergence provides consulting, support, education, development and web services for Oracle
- Offices in the US, Mexico, China, and Argentina
- Delivers services globally – Has a global workforce and recruitment needs
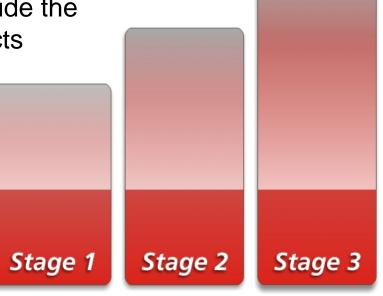- Privately owned, privately funded from the start

Madison   Chicago
San Francisco   New York
Mexico
Shanghai
Buenos Aires

Evolution of Needs to Solutions

- *First Stage* – Recruitment based on personal contacts with founding partners
- *Stage Two* – Recruitment based on referrals from employees
- *Stage Three* – Candidates from outside the company, both applicants and contacts

Stage 1 Stage 2 Stage 3

Recruitment/CRM Footprint History

ACT! by Sage

Extremely User Friendly

GoldMine Creating Customers for Life®

E-mail integration so strong it became the sales' team's Inbox

PCRecruiter

Fantastic Visual Document Storage and search capabilities

Grow Forces Change

- Need to accurately predict sales forecasts and project revenue
- Strong commitment to concentrating our business processes on the Oracle E-Business Suite
  - *Oracle Financials in 2004*
  - *Oracle HRMS in 2005*
  - *Project Resource Management in 2006*

  iRecrutiment the logical choice….?

Why Oracle CRM

- No need to split sales and recruitment data
  - *Need to operate on "Just in Time" recruitment principles*

- Management of the client and/or candidate contact database

Key Challenges of Establishing a Dynamic Sales-Recruitment Pipeline with an OTS-HRMS Solution

- "Out of the Box" OTS architecture is rigid
- Search function was initially very slow
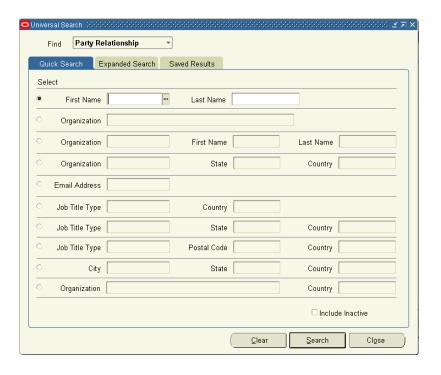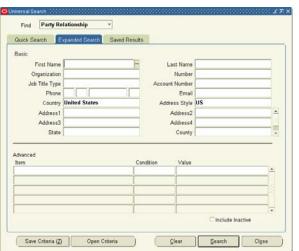- "Save Search" functionality is not sufficient

Oracle OTS-HRMS Innovations

- Modify the Universal Search
- Add Resume Search functionality
- "Contact to Applicant" Interface between OTS and HRMS
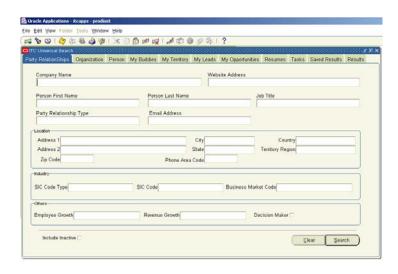
Universal Search Too Generic...
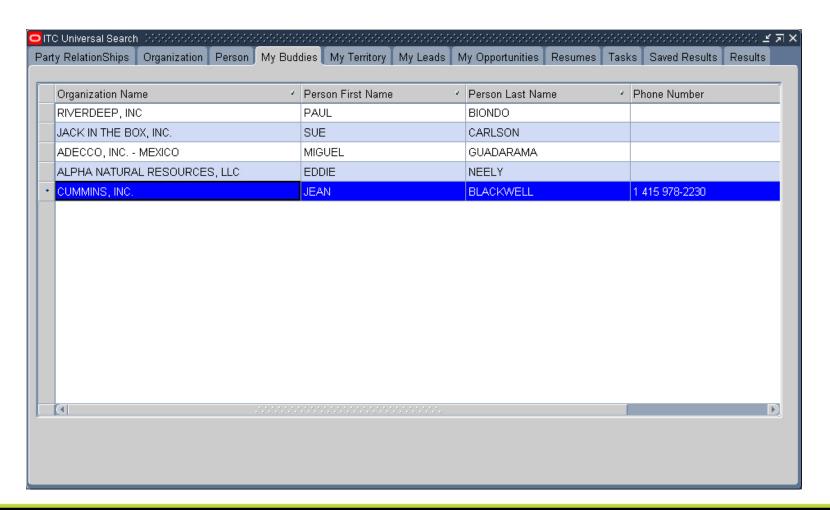
…Answer "ITC Universal Search"

- Unifies Search Fields
- Expanded Search Flexibility
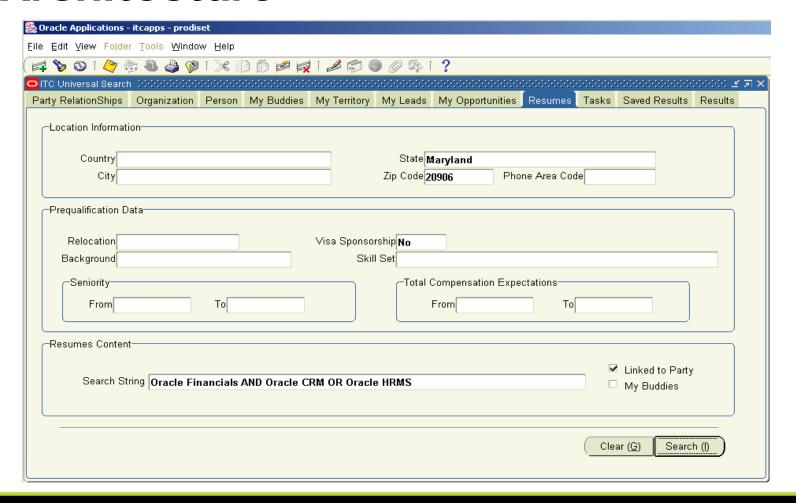- Enhances a recruiter's ability to focus efforts

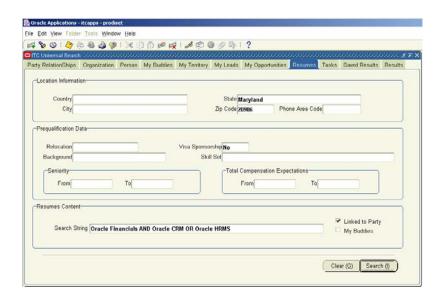# Creation of the "My Buddies" Tab

Resume Search Added to OTS Architecture

Resume Search Characteristics

- Allows resumes to be stored with contacts
- File flexibility
- Complete searchability
  - e.g. Search all resumes in a zip code, with a certain skills set
- Search terms highlighted when viewed

Contact to Applicant Interface

- Automatically convert OTS contacts to applicants
  - This creates a file for the applicant in OTS
- When applicant is hired, the HRMS record is updated, and HR is automatically informed
- Automates key portions of process to eliminate potential Pitfalls

The OTS-HRMS Solution Continues to Evolve

- Incorporation of Process Tasks into the interview and reference stages

- Interface with Noetix, for ease of reporting

- Like OTS to Oracle Project Resource Manager to further streamline sales/recruitment pipeline

- Implement competencies into the candidate evaluation process

- Establish dynamic relationship associations

Q&A