



CASE STUDY – BDO

e-recruitment solution provides streamlined, efficient and consistent approach for fast growing business advisory firm.

Solution	cvmail
Company	BDO Professional Services -
Industry	Accounting and Business Advisory
Employees	1,000+
Offices	Adelaide, Brisbane, Cairns, Darwin, Hobart, Melbourne, Perth, Sydney
Recruitments	80-100 per year
Candidates	1,100+ per year
Challenge	To implement a streamlined system to manage candidates, minimise inefficiencies and create consistent recruitment approach across all offices.

Tip:

“Make sure you leave ample time to understand the program and its usability. cvmail is very user friendly. It has numerous reporting functions that we have yet to utilise because we implemented the system in such a short time frame.”

BDO's tip for prospective cvmail clients.

BDO is the fifth largest accountancy network in the world, providing accounting and business advisory services to a diverse client base, from individuals and SMEs to large corporations and government departments. In Australia, BDO is now one of the largest associations of independently owned accounting practices.

With 130 partners and directors, over 1,000 staff and turnover of around \$180 million in Australia, supported by a global network of 626 offices in 110 countries employing 31,500 people, BDO differentiates as a firm with the flexible characteristics of a local team, together with the specific expertise, worldwide network and strength of the large scale global players.

Moving up a gear

Attracting the right people is a critical success factor for professional services firms, and had long been a priority for BDO. But in 2007 the firm decided it was time for its total recruitment practices, including the graduate recruitment program, to move into top gear.

As National Chairman, Russell Heywood-Smith explains, “In 2007, the firm experienced a year of unprecedented change as a result of our new strategy to achieve strong and sustainable growth. We coined the phrase ‘Moving up a Gear’, reflecting our focus on capturing market share from larger and smaller competitors, broadening our capabilities, developing current team members, and attracting high calibre new people.”

While the firm's new strategy brought new opportunities for clients, partners and staff, and for the many Accounting, Law and Finance graduates looking for the right firm to kick-start their careers, it also created new challenges.

BDO's offices around Australia were attracting an increasing number of applications, particularly from soon to-be graduates. Each of the Brisbane, Sydney and Melbourne offices, who hire 20 to 30 graduates per year, were receiving around 350 applications. It was recognised a reliable platform would be required to follow through development of a national approach and efficiently capitalise on interest and momentum.

Making the right choice

“As a starting point, we needed a system that would track all of our applicants, minimise inefficiencies and create greater efficiencies between our offices. As well, we wanted our recruitment process to be a positive experience and produce the right results for our firm”, says BDO's HR Consultant, Brad McPaul.

Determined to get it right the first time, the firm undertook a rigorous process to select a provider who would meet both current and future needs. Having identified a shortlist of potential e-recruitment providers, the HR team conducted a rigorous tendering process to objectively assess the providers against a range of criteria including functionality, service, reporting options and price.

Involving their HR team from the outset was a key success factor in BDO's approach. As McPaul explains, “Our HR Managers from each office evaluated all of the systems, and reported their findings. Our decision to go with cvmail was based on their input.” That early participation was to prove invaluable down the track. Their selection made, the firm was keen to have cvmail up and running in time for the next round of recruiting, which was fast approaching.



Tight time frame, smooth implementation

Recognising that every client has different needs, cvmail's consultants worked in partnership with BDO to understand the firm's recruitment activities and together determine how the cvmail system would best complement and add value to the recruitment process. The next step was to build the online solution, creating the BDO 'job board' to match the look and feel of the firm's website and a recruitment system to match the firm's unique requirements.

Having played a key role in evaluating and choosing cvmail as the firm's e-recruitment system, the national team of HR Director and Managers understood what needed to be done and were integral to successful implementation.

With recruitment time looming, the firm's 'super users' met with their cvmail Account Manager for a two day intensive and interactive training program. According to McPaul, "Given the tight timeframes, everything went well. We had enough training to perform the basic functions and cvmail provided plenty of assistance throughout that busy time."

Results so far, more to come

BDO's graduate recruitment activities have been transformed in key areas including:

- Centralising the entire graduate recruitment process
- Reducing administration time
- Streamlining the process for submitting candidates for positions
- Achieving cost efficiencies in the use of recruitment agencies, and
- Measuring performance through reporting on direct hire success rates, costs and website page visits.

Currently, BDO's larger offices are using cvmail for every vacancy within the firm.

With the new online recruitment system up and running, and the firm already seeing tangible benefits, planning is underway to maximise cvmail's advanced functionality, including reporting tools to provide meaningful comparisons of recruitment data nationally.

"Functionality and service are extremely important as our firm is growing quickly. cvmail has a good reporting function and many options that we can utilise in the future to further streamline our recruitment process. The solution was within our price range, and has proved to be great value for money."

HOW CVMAIL CAN WORK FOR YOU

Improve candidate attraction

Make your website work for you, accept speculative applications, set up candidate alerts.

Reduce administration by up to 50%

Save time and resources with automated application responses, online interview scheduling, email templates for personalised communications to candidates.

Reduce time to hire

Centralise your recruitment process including approvals, advertising, filtering and workflow.

Reduce spend

Save on recruitment agencies and advertising by building your own talent database with search-and-screen technology.

Quantify your success

Produce instant reports - on time to hire, cost per hire, vacancy status, agency performance - at the touch of a button.

Contact a Thomson Reuters Consultant to find out more:

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