

CASESTUDY

CLIENT: The Morson Group

SIZE OF ORGANISATION: 700

SERVICE: Post, Manage & Report / Search+ / CRM integration



Morson Talent is part of the diverse Morson Group that has an outstanding reputation for delivering consultancy, design, technology, training, screening and people solutions around the world. With revenues of £1bn, the Group is headquartered in the UK and operates across the UK, US and Canada.

With a unique 50-year heritage, Morson Talent has an outstanding reputation for placing talented people in the right roles within a wide range of organisations across the globe. Morson believes that recruitment is more than filling roles - it's about transforming businesses, fueling industry and innovation, creating fulfilling careers and opening up the world of work for all.

THE CHALLENGE

The management at Morson Talent found that accessing multiple accounts for each brand within the Group had become a painful and time-consuming process. There was limited visibility in managing over 300 users, job board credits and reporting, whilst client website integration, coupled with slow response on support queries, had become inconsistent and unreliable and left Morson feeling undervalued.

THE LOGICMELON SOLUTION:

LogicMelon adopted a collaborative approach to the new setup, pioneering full integration into the CRM - and a single point of access. A dedicated team was allocated to support the account with direct telephone contact.

One single account with sub brand organisations was created which gave full visibility across the Group, so allowing management to control users, job board credit allocation, LinkedIn advertising spend and reporting.

The best CRM integration options were identified to improve the workflow between the CRM and LogicMelon, and integration lead times were set for a standard time.

“TO BE HONEST, WE DREADED THE MOVE BUT THE SETUP WENT SMOOTHLY. SINCE GOING LIVE LOGICMELON’S SUPPORT HAS BEEN AMAZING. NOTHING IS TOO BIG OR SMALL FOR THEM. WE ALWAYS GET A SAME DAY RESPONSE - EVEN IF THE ISSUE CANNOT BE RESOLVED AT THAT POINT. THANKS TO THE SIMPLICITY AND FUNCTIONALITY OF LOGICMELON, THERE IS A SUBSTANTIAL REDUCTION IN ADMIN AND MY JOB HAS BEEN MADE A LOT EASIER. I CAN’T SING THEIR PRAISES ENOUGH,”

ALLISON HOLT, SYSTEMS SUPPORT MANAGER



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RESULT:

Today, LogicMelon has become an essential element of the Morson recruitment process.

Responsibility for job board credits and users has been delegated, thus removing a time-consuming bottleneck and reducing the number of admin logins. There is now far greater control which has improved internal finances and gives more flexibility when budgeting between the brands. More time has been freed for senior admins who still maintain visibility.

LogicMelon's collaborative approach has resulted in an easy and friendly setup, aided by the structured template guide provided by client services. User efficiency is improved - thanks to clear and easy posting.

Issues of integration times and support no longer exist and Morson is better placed to sell to its clients with greater confidence.

OUTCOMES

initially concerned about the set-up process, LogicMelon provided the Morson senior management team with a straightforward template-guided structure for setup, along with easy and friendly advice.

Fast and reliable response times and no missed deadlines helped to create confidence in the new system whilst full training - all recorded - is now used to onboard new employees, saving time and establishing a consistency of workflow among users.

Six months later...

“CHANGING OUR AGGREGATOR WAS A SCARY PROCESS AS IT TOUCHES EVERY EMPLOYEE. THE TRANSITION WAS A LOT OF WORK BUT WE WERE GUIDED BY LOGICMELON THROUGH THE WHOLE CONSULTATIVE PROCESS WHICH RESULTED IN A SUCCESSFUL AND POSITIVE EXPERIENCE FOR BOTH MANAGEMENT AND END USERS. WE WERE SO IMPRESSED IT WAS DONE REMOTELY.

THE SOLUTION WORKS EXACTLY AS IT SHOULD - AND THEN SOME - AND WAS EXACTLY WHAT LOGICMELON TOLD US IT WOULD BE. THEIR SUPPORT HAS BEEN OUTSTANDING AND HAS ALLOWED US TO BE FLEXIBLE WITH OUR CLIENTS, WITHOUT CONCERNS REGARDING SUPPLIER LEAD-TIME. WE COULDN'T BE HAPPIER.

WE ARE NOW LOOKING TO THE FUTURE AND THE SUPPORT OF LOGICMELON WITH PHASE TWO INTEGRATION WHICH WILL PROVIDE GREATER FUNCTIONALITY AND IMPROVE OUR WORKFLOW EVEN FURTHER,”

STINUS ANDERSON, HEAD OF IT

