



> CLIENT SATISFACTION
EXECUTIVE REPORT.

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Enclosed:

Media Release, Report Index, 3 sample pages of actual results.

MEDIA RELEASE

Released in February 2002, Navigator Consulting's **Client Satisfaction Executive Report** asks over 300 of Australia's key HR decision makers what they *really want* from their recruitment agency.

The report's findings also challenge recruiters to rethink who their *real competitors* are.

Issuing a wake-up call to the industry, the report shows HR departments themselves are conducting an overwhelming 37% of total recruitment business available to agencies. This is in comparison to the significantly smaller figure of only 25% of business that goes to competing recruitment firms.

This revelation was made even more staggering as over 22% of HR managers went on to say that their internal recruitment prowess was *Poor to Average*. This means almost one quarter of clients openly admit that they are not good at recruitment, but continue to recruit themselves on one third of assignments.

The message for recruiters is strong - focus on meeting 100% of your current clients needs before *even considering* taking on competitors.

The report presents ideas such as maintaining constant consultant contact and providing value-added services to current clients as sure-fire methods of winning the additional one third of business from an existing client base - who freely admit they need your services.

Find out what your clients **REALLY WANT** with Navigator Consulting's **Client Satisfaction Executive Report**.

This essential management report is available now from Navigator Consulting on (02) 9239 0400 or email info@navigatorconsult.com

Navigator Consulting specialises in business improvement for Australian recruitment businesses. Navigator provides clients with business advice that focuses on attaining results, increasing profitability and meeting industry best practise.

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2 INTRODUCTION

The Client Satisfaction Report is a survey of clients of recruitment agencies from around Australia. The report details key indicators within the recruitment industry including service standards, recruitment services and client needs. You will obtain valuable insights into how clients rate recruitment services with a sample of leading large and small clients incorporating both line managers and HR decision makers.

The report is compiled from a broad sample of over 300 Australian recruiting clients. Although various clients have different requirements and experiences of using recruitment agencies, this report will be extremely useful for making comparisons with the service you provide to clients, regardless of size or market specialisation.

2.1 Survey methodology

Navigator Consulting confidentially holds the data collected. Topics surveyed were based on some of the most critical issues our firm has uncovered while consulting to recruitment agencies across Australia.

2.2 The Report

This Client Satisfaction Report is presented in a very simple manner to ensure readers obtain the most practical benefit from the findings. You will see graphs used liberally to allow for visual display and interpretation of results. All the results are shown as percentages (%). We have reported on the results and made bullet-point comments.

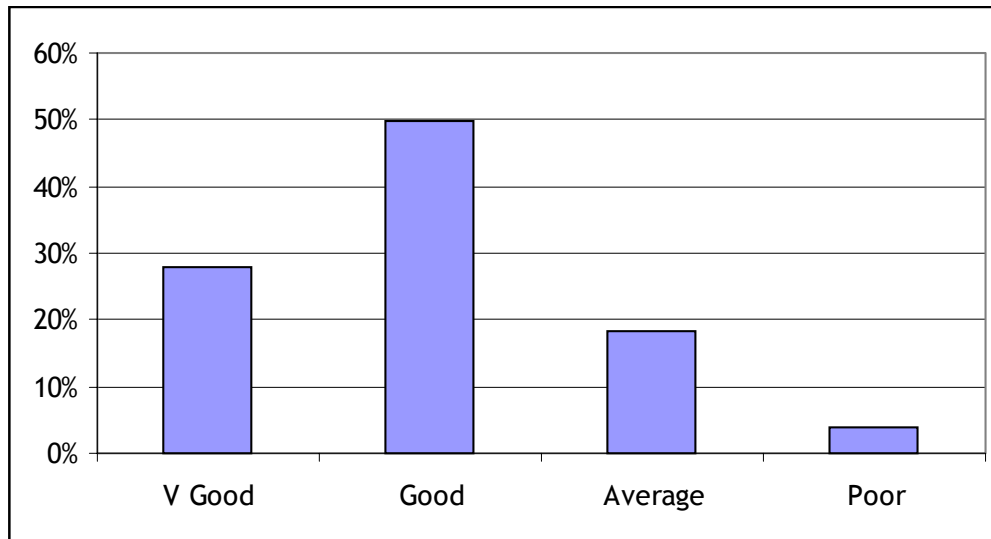
Please share these results with all your consultants to ensure they are operating at industry best practice.

4.1.5 Quality and fit of candidate

a) Graph

This graph shows the rating given by clients for the quality and fit of a candidate within the specified job role.

Graph 5: Quality/fit of candidate



b) Analysis

- 28% of clients classed the quality/fit of candidate as very good and 50% as good.
- However, 18% of clients classed the quality/fit as average and 4% as poor.

c) Recommendations

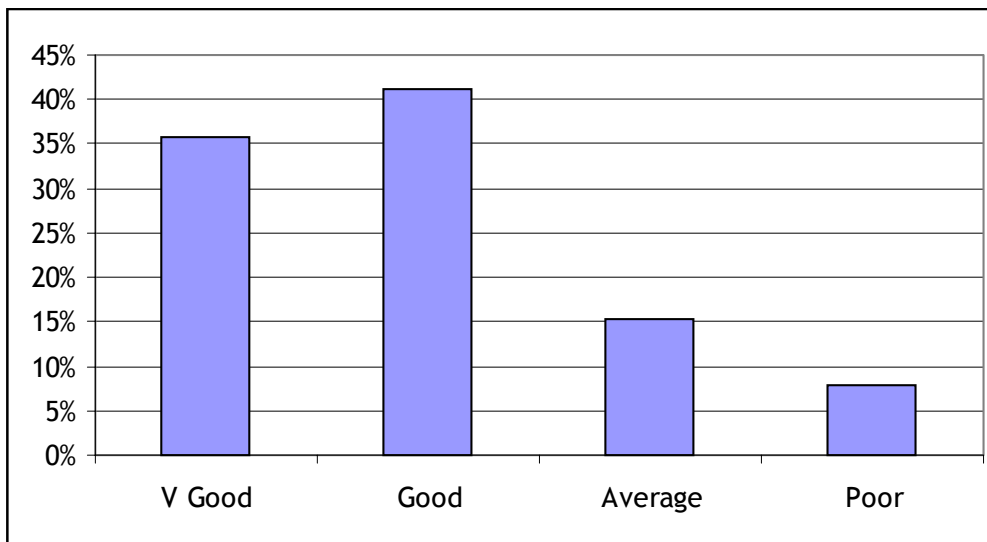
- Consultants need to ensure that the right candidates are always being put forward to clients.
- Clients do not want to have their time wasted by interviewing candidates who do not fit their job specification. Do not send resumes and candidates to clients that don't meet the job specification.
- It is always better to put forward fewer quality candidates as it increases consultant credibility and commitment to finding the right candidate.

5.1.3 Service when visiting client

a) Graph

This graph shows the rating of service by consultants visiting client sites.

Graph 3: Service by visit to company



b) Analysis

- Nearly 25% of clients rated the service by way of visit to their company as average or poor.
- However, over 70% rated the service by visit to client site as very good or good.

c) Recommendations

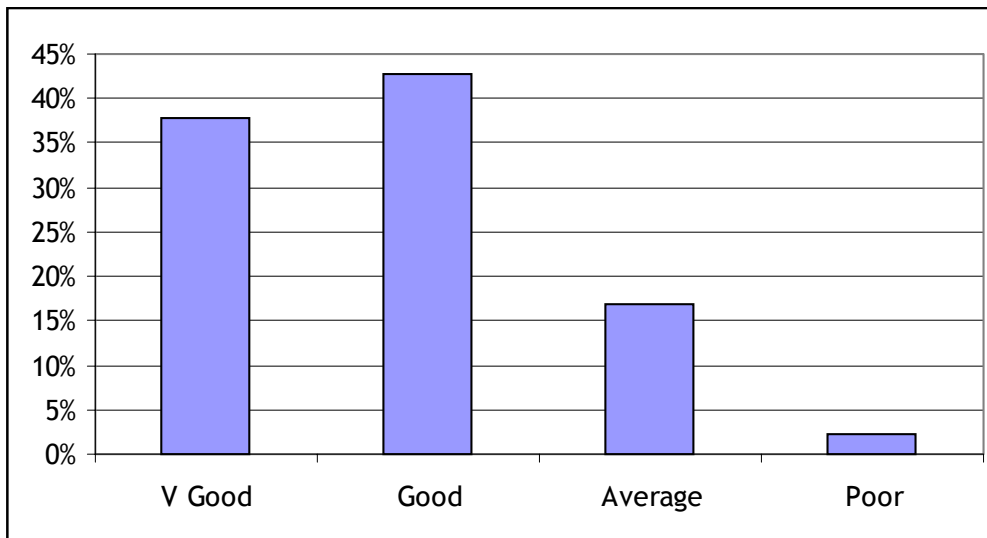
- Generally this is an area that consultants need to improve on. Although clients do not want to be harassed, they do like to see consultants in person.
- Consultants should continually review the number of visits made to client site.
- These results show that although many consultants' contact by telephone is exceptional, clients would welcome more face-to-face contact.
- Recruiters should develop valid reasons to be in front of clients as much as possible. This will further justify the fee charged and build stronger, more loyal client relationships.

5.1.5 Speed and efficiency of recruitment

a) Graph

Clients were asked to rate recruitment agencies on their speed and efficiency during the recruitment process.

Graph 5: Speed and efficiency



b) Analysis

- The speed and efficiency of recruitment agencies was rated as very good or good by over 80% of clients.
- 17% of clients thought the speed and efficiency of recruitment agencies was average and 2% indicated it was poor.

c) Recommendations

- Speed and efficiency is not rated as highly as other services. Speed should not be sacrificed at the expense of quality recruitment. A high percentage of clients would prefer a slower recruitment process if it means a better quality candidate. The challenge is to find the best-fit people fast.
- Quality recruitment should always be paramount even in tight, competitive situations.