

Customer Success Story

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Anthony Spiros, Account Manager,
Better Labour Inc.



Industry: Staffing/Employment

Location: Toronto, ON

Web: www.betterlabour.com

Key Benefits

- ✓ Faster and more effective matching of qualified applicants (potential employees) to clients (companies)
- ✓ Increased productivity level of entire staff
- ✓ Each sale rep gains 1 hour per day to make calls to prospective clients
- ✓ Frees up valuable time so Better Labour can partner with clients in developing customized productivity solutions

Better Labour Inc.

Better Labour employs Maximizer to increase their speed and efficiency of employment matching

Better Labour runs on people power — and lots of it. Better Labour is an employment agency that supplies both full-time and temporary contract labour to the manufacturing, service and construction industries. Clients hire Better Labour when they need qualified personnel to staff projects or even their entire workforce, as is the case with many of the manufacturing clients Better Labour serves. Better Labour guarantees their clients will save time and money by finding the best-suited individual for each job.

From a pool of 2,000 applicants, Better Labour places the top 250-300 applicants in employment assignments every month. In addition, Better Labour works in partnership with clients to develop customized productivity solutions that have dramatically reduced employee turnover while significantly increasing employee retention and productivity. To ensure this applicant-to-client matching process is accurate and efficient, Anthony Spiros, Account Manager at Better Labour, purchased contact management software from Maximizer Software to serve as the company's primary applicant and client database. By implementing Maximizer, Better Labour now has processes in place that have proven to be enormously beneficial to both Better Labour and their clients. "Maximizer has freed us up to do what we do best, which is helping clients solve their common labour and productivity issues. We are far more efficient now that we are using Maximizer to manage our applicant and client data and Maximizer is making a significant impact on our bottom line," said Spiros. "Our clients have a variety of staffing requirements. Construction companies, for example, may have an immediate need for extra staff during a large construction project. Maximizer gives us immediate access to applicant information so we can respond to requests with speed and efficiency."

Problem/Challenge

As Better Labour pushed for more business, employees were beginning to drown under stacks of folders and piles of paper files. Before purchasing Maximizer, too much employee time and energy was being wasted trying to match qualified applicants with potential employers. This posed a serious problem for Better Labour as their key differentiator in the marketplace was their ability to react and respond to client requests better and faster than competing staffing agencies. Another challenge the sales and marketing team faced was being able to accurately identify, segment and target prospective clients in order to grow the business. With no contact management system in place, a real disconnect was occurring at Better Labour between sales, marketing and the placement consultants: they couldn't quickly find the right applicants for a particular job, nor would they know what had been communicated in the past. Faced with the prospect of losing business, Better Labour recognized they needed an easy and more productive way for their employees to work.

About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large corporations. Simple, easy-to-use and affordable, Maximizer CRM enables companies to mobilize their workforces through all-access Web, Mobile and Desktop delivery methods. Easily configurable for organizations in any industry, Maximizer CRM optimizes sales processes, enhances marketing initiatives, and, improves customer service to ultimately boost productivity and revenue. Headquartered in Canada, with worldwide offices and business partners, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

The Maximizer Solution

Selecting Maximizer was an easy choice for Spiros as he had previously used Maximizer at another company: he knew his employees could start using it immediately. Not only was it easy to get Maximizer up and running quickly for 5 of the employees at Better Labour, but the staff was also instantly more productive. They were able to leverage the database of applicants and clients to do faster and more effective matching and they were communicating and sharing information with each other. Even the accountant was given a copy of Maximizer, for its use with QuickBooks, the company's accounting program. "The integration with QuickBooks will come in handy for our accountant when creating a client invoice. The client's contact information can be pulled up directly from Maximizer with one-click matching." Spiros, a self-admitted 'non-technical person', configured a number of user-defined fields in Maximizer himself. First, he segmented Better Labour's client pool from their applicant pool. Then, within these segments, he was able to identify applicants by skill-set, years of experience, and preferred area of work and clients by type of company, number of employees in the company, and who the hiring manager is. This has allowed the staff at Better Labour to react faster to client requests. "Not only were the user-defined fields so easy to configure and set up, but with Maximizer's advanced searching capabilities allowing us to search on any field, our placement consultants are able to instantly match a qualified applicant to a client based on compatibility criteria identified in these fields. This saves us tremendous amounts of time every day — time that is better spent servicing the needs of our clients and applicants", says Spiros. Furthermore, the productivity level of Better Labour's sales and marketing team increased significantly once they started using Maximizer. "We can attribute this to Maximizer's auto-dialing feature which allows us to call more people in less time and manage the results almost automatically. This has helped us shave off at least one hour per day for each sales rep. When combined with the advanced functionality of our user-defined fields, we now have a well-structured telemarketing program in place that is helping us reach more prospects in less time. This will help us achieve our revenue and growth goals for 2005 and beyond."

Maximizer Software
Simply Successful CRM

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