

3D Recruit Case Study

Empowering Business Growth
and Efficiency through CRM Transformation
for 3D Recruit

3D Recruit

3D Recruit is a specialist Social Work, Education and Healthcare recruitment agency dedicated to delivering the highest standard of recruitment services.

The company was created in 2000 by Ben Arnold, an experienced recruiter and James Brown, a qualified social worker who both felt that agency workers and clients deserved a better service than what was currently offered.

They are proud of consistently providing clients and agency workers with the opportunity to connect with their team of experienced recruitment consultants with expert market and sector knowledge. They also have a dedicated Compliance Team committed to the highest safeguarding standards. In addition to this, their in-house Accounts Team with more than 20 years of experience in running a weekly payroll, and their ability to offer their customers easy access to the latest Teacher, Social Work and Healthcare jobs, ensure their quality services.

The Challenge

3D Recruit faced some tough pain points that were threatening to slow down their growth and efficiency. They had a few problems:

Big Dreams: Though 3D Recruit had ambitious plans, they didn't fully understand how to customise their Dynamics 365 CRM platform for their recruitment needs.

Tailoring their CRM: The first CRM they used was basic and didn't do much for their business processes, leaving them wanting more.

Navigating the Unknown: Working with a single developer to fix their CRM issues turned out to be tricky, with difficulties managing the relationship and ensuring projects were finished on time.

Unexpected Expenses: Frequent updates due to regular Microsoft Wave releases and custom scripts led to unexpected costs, putting a strain on their budget.

Tech Challenges: With remote work becoming more common during lockdown, 3D Recruit felt pressure to invest in Dynamics to stay competitive and reduce admin work.

The Solution

After a referral, 3D Recruit teamed up with QGate. Together, we created a solution tailored to 3D Recruit:

CRM Transformation: QGate worked closely with 3D Recruit to customise their Dynamics platform for recruitment, making sure it integrated seamlessly with the rest of their Microsoft suite.

Boosting Efficiency: QGate's experts improved the CRM to save time on admin tasks and make candidate interactions smoother.

Everything in Sync: The project team at QGate, Jon (Project Manager), Lee (Application Developer), Matt (Application Developer), and Mohit (Consultant), made sure all the necessary apps, including a mobile app, were seamlessly integrated.

Great Communication: QGate's dedication to clear communication and support helped build a strong partnership with 3D Recruit, with Jon going above and beyond to make the project a success.

The Results

Time Saved, Resources Freed: 3D Recruit now save at least 14 hours per week on admin time. It enabled them to focus on core work and increase the volume of work and improved recordability of data in the CRM.

Better Candidate Engagement: Compliance duration time has reduced from 33 days per candidates last year to 9.5 days per candidate this year since the development has gone live. This is largely due to the automated reminders that are sent to their candidates through the CRM.

Saving Money, Staying Competitive: Instead of hiring more salespeople, 3D Recruit saved money by investing in their tech, which made their whole sales team more competitive.

Their CRM transformation so far has boosted efficiency and set them on a path to continued success in the competitive recruitment industry. We are looking forward to the next phase of the ongoing project!