



FPSG Case Study



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FPSG - A fast growing national leader

FPSG is a leading recruitment and HR services consultancy. Providing the best talent to a cross section of high profile clients including JP Morgan, National Australia Group and Balfour Beatty, FPSG is fast becoming a major player across multiple industries. With offices in Edinburgh, Glasgow, London, Manchester, Leeds, Bristol and Wallington, FPSG is continuing to expand ambitiously and was listed 48th in the 2007 Sunday Times Virgin Fast Track 100.

Finding a solution to target the right candidates

As Providing people to clients in some very niche markets, FPSG has to be innovative in finding the right candidates. In a fiercely competitive industry, the company has used the internet to source candidates using various job boards.

Initially an administrator manually uploaded adverts on to the internet however, as online advertising channels increased and the cost per hire became more difficult to track, Head of Marketing and Communications at the group, Juliet Bell, decided it was time to implement a system that would reduce administration and allow FPSG to manage its online advertising budget more affectively.

Juliet researched the recruitment software market and contacted Broadbean Technology about a free trial of AdCourier, the system that distributes adverts to a number of recruitment websites.

She says, “We trialed AdCourier along with other systems on the market and it quickly became apparent that Broadbean could provide exactly what we were looking for.”

Choosing the right provider for increased efficiency

Broadbean has a vast network of job boards across the globe and a strong working relationship with other providers in the industry. It was vital that AdCourier was integrated with all of the websites they used and that the technology already in place would work in synergy with AdCourier.

“It was important to us that we would have access to the thirty plus job boards that we use to advertise on to ensure that the process could be monitored centrally.”

“It also pleased us to hear that Broadbean could integrate effectively with our CRM database, our own websites and CV parser.”



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Implementing the solution

FPSG has consultants in seven offices across the UK covering various industries including Accountancy, Banking & Finance, IT, Sales & Marketing, Contact Centres, HR, Office & Business Support, Aviation, Technical, Engineering & Construction, Public Sector and Health & Social Care. Broadbean set up a trial within hours of the new client providing details to the dedicated delivery team and implemented a complete range of niche job boards to suit the variety of FPSG's services

"The AdCourier set up was quick and easy and two members of staff provided free on-site training to ensure that any queries we had were addressed. Broadbean also worked with us to link to, where possible, any unusual boards that we used that they did not currently supply.

Utilising the system for maximum efficiency

Broadbean provide continuous support to clients via phone and email and welcome requests for training on specific functions or for new starters.

"Initially, staff from Broadbean came on site to train users on the system. Any queries that we have had since are always answered efficiently and web based training is always offered if required."

"The functionality of AdCourier is simple and easy to navigate and the quota management is especially useful as it means that we have complete control over where our consultants advertise."

A good return on a great investment

Using AdCourier allows businesses to gauge which online advertising channels are providing the best results for them and ultimately, to calculate a return on investment.

"Since using AdCourier, we have been able to work out exactly which job boards are helping us to make placements. Loaded with this information we have been able to streamline our advertising budget and have had a 100% return on our investment. I did not have to think twice about renewing with Broadbean for another year and was more than happy to extend this contract to three."