



## Case study: Recruit 121; recruitment.

Formed in 2000, Recruit 121 is a leading specialist in recruiting professionals with Systems Applications and Products in Data Processing (SAP) software experience.

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## Introduction

Formed in 2000, Recruit 121 is a leading specialist in recruiting professionals with Systems Applications and Products in Data Processing (SAP) software experience.

Recruit 121 has a mission. It is to become the premier 'Global Source of SAP Professionals' whilst providing an unsurpassed level of Client and Candidate satisfaction.

In a world of technology, Recruit 121 focuses on the individual, adhering to their core values of Integrity, Dedication, Innovation, Communications and Value.

The head office is based in Cardiff, with global offices in Amsterdam, San Diego, Chicago and Portugal supporting over 70 employees worldwide.

### The challenges

The Company previously used a traditional TDM-based PBX that had limited IP Capabilities (Nortel BCM50). "The cost of maintaining the BCM system, its inflexibility and lack of applications were the main reasons the business decided to change the phone system. With more than 4000 calls made daily the phone system is integral to our business", explains James Davidson – Global IT and Telecoms Manager at Recruit 121.

"The existing system was unable to cope with the constantly evolving demands of the business and the environment we operate within. Regulatory changes means it is now best practice for us to record all our calls and adding this standard application to the existing system was difficult and costly. When Recruit 121 evaluated the market, most replacements were just repackaged or rebranded versions of our existing system. Swyx was the only product that came packed with functionality and features as standard, all of which add value to our business".

Recruit 121 have gone through a period of sustained growth. The geographical diversity of the team added a further level of complexity to our communications. A new system needed to be able to be deployed quickly to all offices, to our remote workers and home workers. Traditional systems seemed to find this task difficult and cumbersome.

### The solution

A Swyx system was delivered to Recruit 121 by Atia Solutions in August 2007. Initially, Atia delivered a system in Cardiff and a separate system in Amsterdam. In 2008, all systems were consolidated into a main server with a hot standby server in the Amsterdam office. The Cardiff office now handles the EMEA communications, with a plan to roll out to the whole group.

#### **According to James there were several key attributes that set Swyx apart from the competition:**

- Advanced Conference Calling Capabilities. The ability for all users to instigate conference calls, which can be recorded and sent to candidates and clients
- Enhanced Call Routing Capabilities. It is simple to create advanced call scripts that improve customer and client satisfaction. All internal calls are diverted over the WAN significantly reducing our call costs
- Home Workers can be set up in minutes. Home and remote workers are part of the call groups immediately, therefore part of a global team
- The ability to dial numbers directly from the screen improves calling numbers and productivity of our teams.

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## The results

Between all the offices and the numerous home workers there are about 500 calls per day, and each call can last a number of minutes. Prior to Swyx, the call charges alone were exceeding £10,000 quarterly in the UK alone, and £20,000 across EMEA. A large amount of this cost was internal call traffic and International mobile charges. All calls between our main sites and remote workers are diverted over our WAN, therefore significantly reducing the cost of communication.

Clients and Candidates have noticed the difference too. Candidates can get first hand feedback from Clients through call recordings. Atia have introduced a number of routing plans, which means that our customers are never on hold, and get answered quickly and efficiently.

## How has Atia Performed?

Atia have a great customer service approach complemented by a highly skilled support department. It is very apparent that Recruit 121's needs, requirements and issues are extremely important to Atia. I have a very high expectation of any support company especially on critical applications such as the phone system. Atia meets this expectation.

## How has Swyx Performed?

The product created by Swyx is first class, but more importantly the product is under continual development ensuring Swyx remains a great investment.

## The future

The future for Recruit 121 is ambitious. The immediate goal is to consolidate the position as a leader in the field. Plans to grow all regional offices are in place, with new offices planned to take advantage of opportunities in the Asian Pacific market.

Atia have designed the system to scale and cope with our demands now and in the future. I expect that all users will be using Swyx, regardless of their location, finishes James.

**To find out more about our communications services or to arrange a free consultation simply call us on 029 2002 2200 to discuss your requirements with a consultant.**

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### Recruit 121.

Read the full case study at  
[www.atiacomms.com/recruit-121](http://www.atiacomms.com/recruit-121)

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