

SPENCER OGDEN

BUSINESS TYPE: Direct Hire, Contract
CONCENTRATION: Energy
LOCATION: NA, EMEA, APAC
WEBSITE: www.spencer-ogden.com

Leading Energy Recruiter Chooses Software-As-A-Service for Worldwide Offices

Launched on 4 January 2010 by industry heavyweights David Spencer Percival and Sir Peter Ogden, Spencer Ogden is a fast-growing and dynamic energy recruitment specialist located on London's vibrant Charlotte Street. The company currently employs 37 staff and works within the oil and gas, renewable and nuclear sectors, recruiting highly-skilled energy professionals for 700 clients in over 30 countries including the USA, Brazil and the United Arab Emirates.

CHALLENGES

- In the months leading up to Spencer Ogden's launch, the senior management team agreed that choosing the right customer relationship management (CRM) system was one of the most important business decisions for the future success of the company.
- Recruitment is an extremely fast-paced industry, so Spencer Ogden had to find an intuitive system that would enable their staff to work to their maximum potential straight away.
- It was also important that the firm's infrastructure was in place prior to the company's official launch. This led to another key consideration: ease of implementation.
- As most of the activity in the energy sector is spread over a handful of key areas across the world, the firm planned a rapid global expansion strategy. Consequently, Spencer Ogden required a system that made it simple to add new employees and easy to set up in new offices.
- Another challenge was the issue of initial outlay on IT equipment. David Spencer-Percival, Managing Director of Spencer Ogden, had experienced this in 2000 as a co-founder of recruitment firm Huntress, and was keen to avoid extensive start-up costs that would only inflate with the company's planned growth.



"It was vital that we made the right choice, as the CRM system forms the foundations on which the company is built, and therefore needed to be in place and working well ahead of our launch. We also needed something we could trust to grow with us."

— Donna Hewett, Head of Operations

SOLUTION

- After Spencer Ogden's senior management team met with several recruitment software providers, it soon became clear that Bullhorn's fully-integrated, web-based recruitment software was the best fit for the agency's needs.
- Bullhorn's cloud-based technology meant that for staff at the new offices in Aberdeen, Manchester and Qatar, an internet connection would be all that was required to start recruiting straight away.
- The extensive email integration is a major attraction for the company, as it provides an audit trail of all emails and job specifications that have been exchanged with clients, enabling recruiters to provide a seamless, high-quality service in instances of staff absence.
- Bullhorn's compatibility with the latest mobile technology is another added bonus, as it allows recruiters to work on the go, accessing emails and candidate records on their BlackBerry or iPhone. The software also integrates with social networking sites such as LinkedIn, enabling recruitment through less traditional methods.
- "Spencer Ogden had plans to expand very quickly. Bullhorn's Software-as-a-Service model supported that growth by providing business flexibility and allowing new users to easily be added to the account," said Peter Linas, UK Managing Director of Bullhorn.
- Bullhorn's web-based software also eliminated IT startup costs, removing the need to spend thousands of pounds on servers and other IT kit.

Benefits

- One of the main benefits of implementing Bullhorn's platform is the ease with which the company has been able to induct new staff. New user accounts can be added instantly with the click of a button, and at a fixed price. This has saved time and money, as new staff can get on with the business of recruiting as soon as possible.
- The firm has already grown from 13 to 24 staff in 6 months. The intuitive nature of the software means that anyone who has recruited before can start using it instantly.
- Bullhorn's technical support team altered the home page layout to Spencer Ogden's preference, delivering a bespoke service that enables staff to work to maximum productivity.
- "Prior to launching, we were determined that the brand would have an innovative and progressive philosophy", said David Spencer-Percival. "This of course extends to our company infrastructure and technology; Bullhorn's recruitment software has supported us significantly in our first six months, and I look forward to seeing it grow with us as we expand further into new territories."

Bullhorn's compatibility with the latest mobile technology is another added bonus, as it allows recruiters to work on the go.

Spencer Ogden Achieves Explosive Growth with Bullhorn in 2012

Leading energy recruiter rolls out Software-as-a-Service for worldwide offices

SYNOPSIS

In 2010 we examined how David Spencer-Percival and Sir Peter Ogden launched a successful 360 degree energy sector recruitment agency using Bullhorn's recruitment software. Two years on, the company has grown into an enormously profitable energy recruitment powerhouse and the recruiter of choice in the energy sector. We caught up with CEO David Spencer-Percival to find out about the part Bullhorn played in Spencer Ogden's meteoric rise.

RECIPE FOR INTERNATIONAL GROWTH

The procurement brief for Spencer Ogden's new recruitment software included several capabilities required to support the agency's rapid international growth. From a staff of fewer than 20 at the time of launch, Spencer Ogden now employs over 130 across six centres in London, Glasgow, Aberdeen, Qatar, and Houston, and an additional employee incentive office at an undisclosed location in the Mediterranean. Bullhorn was chosen from six potential systems after a brief trial in late 2009, due to it closely aligning with the following criteria:

Customer relationship focus: Bullhorn's email integration with auditable logs and search functions meant that Spencer Ogden could deliver a seamless international service to customers. Its audit functions allowed for measurable results analysis that identified and informed best practice.

Scalability: Bullhorn's per-user/per-month cost base allowed for straightforward resource planning; Staff are rapidly inducted in a handful of clicks and at a fixed price. Intuition: The platform was fully configured to meet Spencer Ogden's business processes and was easily adopted by Spencer Ogden staff.

Low capex: Having experienced the high capital expenditure of constructing an IT environment when setting up Huntress, David Spencer-Percival recognised and jumped upon the opportunity to mitigate this with Bullhorn. Almost £35,000 was slashed from the initial infrastructure budget and long term operational and maintenance savings have been made because Bullhorn's true software-as-a-service solution negated the need for IT support staff in satellite offices.



SaaS agility enabled Spencer Ogden to open an incentive office at a secret location in the Mediterranean.

THE BUILD UP

In the past two years Spencer Ogden has taken full advantage of the Bullhorn Marketplace and added fully verified third-party software that further facilitated company expansion. ebsta, for example, was integrated into Bullhorn as it gave recruiters added front end functionality allowing them to update Bullhorn data from anywhere.

Spencer Ogden was the first start up to use Bullhorn in the UK, and since its launch the company has kept pace with shifts in technology. Spencer Ogden recruiters are now using Bullhorn Reach, Bullhorn's social recruitment software, to post jobs and nurture candidates across social networks.

ONWARDS AND UPWARDS

CEO David Spencer-Percival notes: "Prior to launching, we were determined that the brand would have an innovative and progressive philosophy. This of course extends to our company infrastructure and technology; Bullhorn's recruitment software has ably supported our initial growth and we're confident it will continue to assure our future expansion.



David Spencer-Percival, CEO



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