



## JONATHAN LEE RECRUITMENT: ACTIVE DASHBOARDS RECRUITING SUCCESS

*Jonathan Lee Recruitment is an established recruitment company which has been working across a range of technical sectors including; aerospace, automotive, defence, aviation, FMCG, power generation, rail, automation and general engineering and manufacturing, for over 38 years. Working with high quality candidates and clients, the company prides itself on having the in-depth understanding of the skills, experience and attributes required for filling these specialist roles.*

### THE CHALLENGE

With over 100 staff spread across the UK with offices in the West Midlands, Warwickshire and Essex, Jonathan Lee Recruitment recruits for permanent, interim and contract

positions. In addition, they offer a comprehensive range of HR and talent management consultancy services, consequently holding a great amount of data in disparate systems.

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Jon Blaze, Head of Recruitment Operations at Jonathan Lee Recruitment

Until recently the adoption of big data by the recruitment industry has been rather slow. However, in many other areas of business, big data is helping to take the guess

work out of recruitment, making it far easier to plan ahead and prioritise in the most efficient and cost-effective way.

“Tighter budgets, reductions in hiring time and the shortage of highly skilled candidates means that competition in recruitment is fiercer than ever. Although three quarters of recruiters don’t currently use data in their recruitment activity, those that do are twice as likely to improve their recruiting efforts and are three times as likely to reduce costs and gain efficiency. We wanted to experience those benefits”, says Jon Blaze, Head of Recruitment Operations at Jonathan Lee Recruitment.

“Dynistics Active Dashboards offered a more visual and effective alternative to systems we had previously built internally”, Jon explains.

“We needed a solution that could deliver a complete picture with the added functionality to drill



down to specific details. Perhaps most importantly for a multi-site organisation like ours, it has been the ability to draw information simultaneously from multiple sources in order to identify opportunities and flag up any issues.”

### IMPLEMENTATION

Jonathan Lee Recruitment installed Dynistics Active Dashboards in 2014. Jon adds, “At the time we were in the process of moving all of our systems to the Cloud, however despite

our initial requirements having changed, Dynistics were very accommodating and were able to work around any resulting issues. It was a very consultative, two-way process.”

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### OUTCOMES

The implementation of the dashboard has made Jonathan Lee Recruitment’s day-to-day processes far more agile.

“In order to ensure we provide our clients and candidates with the very best possible service, it’s vital

that we can hone in on the figures that really matter. This is where we’ve found Active Dashboards to be indispensable. Previously, we were juggling information silos and questioning data; we used to compare it to “flying an aeroplane with a blindfold on,” but we now have the agility to pinpoint and extract the specific data within seconds, saving us huge amounts of time. As a result, they (Active Dashboards) very quickly became a central part of our operations, bringing more transparency to key performance indicators (KPIs) and processes, enabling us to react to situations more quickly, building upon our success”, says Jon Blaze.

### BENEFITS

Data-driven recruiting when combined with industry experience can be a significant source of competitive differentiation and business advantage. Having access to data visualisation tools such as Dynistics, Active Dashboards ensures Jonathan Lee Recruitment

have a single view of operations to map performance, identify trends, predict future opportunities or requirements to change priorities.

### HIGHLIGHTS WORKLOAD PRIORITIES

Jon Blaze says, “With the ability to look at specific stages in the recruitment operations pipeline and prioritise workload based on how close vacancies are to

completion, Active Dashboards help us to work smarter and improve our performance. They clearly set out monthly and year to date performance figures, including financial and activity measures against the business targets we need to achieve in order to maintain our growth.”

**SINGLE, REAL-TIME DATA**

For recruiters, the speed with which they can gather and analyse data can give them the edge. Access to and analysis of the right, real-time data can make the difference between a good and bad decision at any part of the recruitment process.

“Using Active Dashboards has enhanced our ability to prioritise, plan and respond effectively. In the past it had been difficult to readily access data that could help us to visualise what was happening across the organisation but now, each employee can see how many

vacancies they have registered, which interviews are taking place and at what stage they are at, how much activity has gone into a particular account and what return we have experienced. This really helps with daily prioritisation, activity, capacity planning and business-wide management information.”

With a new focus on real-time metrics; that let managers know

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what’s happening today and predictive metrics, having this information to hand is critical for

Jonathan Lee Recruitment. Real time, on-screen updates help identify trends and help predict future opportunities or the need to change priorities, as well as increasing motivation.

**INCREASES TEAM MOTIVATION**

Employee motivation is critical to sustaining revenue growth. By delivering an instant and complete picture of team performance, Active Dashboards enables everyone to see their workload – where it is currently and where it should be at a glance. It also enables department heads to investigate each team member’s performance and drill down into the detail to look at; vacancies registered, CVs sent, interviews pending, candidate placements, fees and identify where they need to focus attention for improved results.

Jon says, “Our Business



Development Dashboard shows precisely how many business development calls are being made and the number of vacancies registered as a result, highlighting any areas that need attention such as members of staff requiring further training. Similarly, when a best performer has a good quarter, the Active Dashboards allow the rest of the team to see what activity lies behind the win. It also means that we can compare seasonal and yearly cycles.”

**CLIENT-FOCUSED**

Active Dashboards also provides a valuable way for Jonathan Lee Recruitment to enhance relationships with clients as secure online portals allow them to log in and view current status and progress

updates whenever and wherever they need it.

“We recently developed a dashboard for one of our key

**“One of our key goals is for Jonathan Lee Recruitment to continue to be seen as the market leader in our chosen sectors and we are confident that Active Dashboards can assist us in achieving this.”**

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clients in order to increase account visibility. Although it’s early days, so far feedback has been very positive. Essentially, we are an extension of our client’s HR department so we need a seamless process between

what we do and what they do in order to bring the business closer together. In this way, Active Dashboards enables us to deliver best practice and maximise business opportunities with them. It also gives us a clear picture of historical, current and future outcomes” explains Jon Blaze.

**THE FUTURE**

Big data, when harnessed effectively, saves recruiters time, enables skilled recruiters with key sector knowledge and allows us to deliver an efficient solution

“One of our key goals is for Jonathan Lee to continue to be seen as the market leader in our chosen sectors and we are confident that Active Dashboards can assist us in achieving this.”



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