



Goodman Masson is an award-winning financial recruitment business that has been recruiting professionally qualified accountants and other finance professionals for over 20 years. Based in London and Düsseldorf, they have a team of over 150 covering a comprehensive range of services. As a result, they hold a huge amount of data in disparate systems.

## WASTING TIME

Collating data from disparate systems was wasting an hour every day and led to inconsistencies and out of date information. This made it difficult to predict future opportunities and forecast revenue.

## ONE VERSION OF THE TRUTH

Goodman Masson needed a real-time reporting tool that would deliver meaningful insights from complex queries and present a central, unified version of the truth.

## VISUALS: GREATER IMPACT

Visual representation of KPIs and operational targets enable staff to make faster more informed decisions, identify areas for improvement as well as predict future opportunities.

## 10% REVENUE GROWTH

Active Dashboards has had a direct impact on revenue, every year for the last five years the annualised revenue at Goodman Masson has grown in excess of 10% and the headcount has grown by more than 30% over the same period.





**“Roughly an hour a day was wasted collating data”**

## THE CHALLENGE

The combination of tighter budgets and reductions in hiring time means that competition in recruitment is greater than ever. Big data helps to take out the guess work, making it far easier to plan ahead in the most efficient way – but only if it is managed correctly.

John Lawson, Finance Director at Goodman Masson explained, “It was taking a huge amount of time every week to collate the data we held; roughly an hour a day was ‘wasted’ this way. In addition, although we would print off various reports from our CRM system and circulate them to our senior management team, by the time they ended on people’s desks they were already out of date; there was no real-time reporting. With gaps in the information it was difficult to spot areas of under and over performance, and for people to work effectively. Were we speaking to the right people within our client base, and about the right things?”

**“Previously we were juggling information silos and conflicting data”**

“A key objective for us was to have one version of the truth; we need to see the same story everywhere. Previously, we were pulling lots of information from numerous places which led to inconsistent data with significant potential for human error. It was vital to centralise our data so that we could analyse it effectively, and start to interrogate the most relevant metrics. It was about helping our staff to run their business more effectively; giving them the right tools to do their jobs.”

## IMPLEMENTATION

Goodman Masson wanted a highly visual representation of key performance and operational targets across the business, with the added functionality to drill down to precise details. As a dual-site organisation, they needed to simultaneously draw information from multiple sources to identify opportunities and flag up issues.

“We installed Dynistics Active Dashboards in 2011. They were chosen because of their proven ability to deal with complex queries, and to merge all of our different systems – finance, payroll and CRM - into one. “It was important that they offered the flexibility to drill down and understand the detail and story behind the metrics and which areas need attention; they enable us to see the devil in the detail.”



## OUTCOME

“Even though our first dashboard was very simple, with less than ten tabs, we quickly saw that it was a powerful tool. It transformed the way we worked, making our day-to-day processes far more agile. It helped us to better deal with complex queries. It allowed us to pull out every job in our system and not only understand the pipeline, but analyse it by sector to give us real insight.

“Previously, we were juggling information silos and conflicting data but we now have the agility to pinpoint and extract the specific data within seconds, saving us huge amounts of time. As a result, Active Dashboards very quickly become a central part of our operations. This made us question how we could better use them drive our business forward.”

Consequently, four years ago, the organisation decided to update their current version to dashboard 2.0.

**“I guess the move has been like moving from Ceefax to an HD smart TV”**

After drawing up a 60-page scoping document, we realised what we really needed was to be able to analyse our clients, our candidates and our key operational metrics, and so our new dashboards are now heavily focused on those. We not only got rid of data we didn’t need, but we now have a lot more capability to ‘slice and dice’ the information we do hold to a more granular level. I guess the move has been like moving from Ceefax to an HD smart TV.”

Goodman Masson now uses several dashboards, including pipeline revenue, operational statistics, client and candidate data broken down into permanent and temporary income.

## BENEFITS

Data-driven recruiting can be a significant source of competitive differentiation and business advantage. Dynistics’ Active Dashboards ensure that Goodman Masson have a single view of its operations to map performance and predict future opportunities, helping to forecast revenue and resource requirements.

## STAFF TRAINING

Goodman Masson’s dashboards are directed at the coal face; covering the client and candidate operational statistics from top to bottom. They are also used as a training tool to monitor the performance of new joiners, as well as to judge the effectiveness of the internal training team.

**“Since using the dashboards, every year for the last 5 years annualised revenue has grown in excess of 10%”**

# CASE STUDY

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The dashboard software helps with staff training as consultants can log into the software and analyse their performance. This enables us to see where newer employees may require some help, and provide them with the relevant training to support them in their role.” explains John Lawson.

## BUSINESS GROWTH

“Since using the dashboards, every year for the last 5 years annualised revenue has grown in excess of 10%”



“Active Dashboards help us to work smarter and improve our performance which has had a direct impact on our revenue,” says Jon Lawson.

Since using the dashboards, Goodman Masson’s year on year growth has improved. Every year for the last 5 years annualised revenue has grown in excess of 10%. This has enabled the company to re-invest into the business and achieve headcount growth of over 30% over the same period.

“Of course, this isn’t solely down to the dashboards, but they’ve undoubtedly played a big part,” confirms John Lawson. “They clearly set out performance figures against the business targets we need to achieve and have enabled us to analyse each area of the business and understand precisely what we need to be doing to grow them further.”

## PROVIDES INSIGHT INTO JOB PIPELINE

Active Dashboards enable recruiters to quickly and easily understand the job pipeline; monitor candidate throughput, conversion, fill rates and uncover additional revenue opportunities fast.

“When making calls, recruiters can drill down to see when a prospect was last contacted, what was said to them the last time we spoke to them, and what the outcome was. In addition, the marketing team use the software to analyse which adverts have yielded the best response; invaluable information when deciding where to spend further budget for the greatest return.”



## 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. We used to spend an hour each day pulling reports that were instantly out of date the minute they were printed; we can now see the data

# DYNISTICS

in real time which gives us an accurate picture of how the business is performing – allowing us to make faster and more informed decisions.”

## “Map performance, predict future opportunities and forecast revenue”

## THE FUTURE

Goodman Masson are excited about moving forward with Active Dashboards, “there are so many applications for the dashboard software across the organisation – if we have the data, we can now analyse it and use it to spot trends. As our business develops and we look at different sectors, markets and countries, we will be looking at how Active Dashboards can be integrated to support our future growth plans. We are confident that they will assist us in moving forward in the most effective way.”

## ActiveDashboards

If you would like to see how Active Dashboards could help increase your agency’s success, get in touch today.

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