

While the internet has hugely increased the ease of which candidates can submit multiple applications, this also led to the potential for information overload. The digital revolution can initially be overwhelming with so much data instantly available, but the smart resourcer can use it to their advantage.

Whereas the resourcer was moving towards merely becoming a filter for candidates before putting them forward to the client, they can now act proactively in sourcing potential applicants. While e-mail and the web have changed the entire remit of the job, drastically increasing the amount of candidate data available, this huge pool of information can empower rather than overwhelm.

#### Data management

Gone are the days when agency resourcers held a Rolodex full of information. Gone also are the days when a 'database' consisted of a few pages pulled out of the phone book – an agency database now needs to be a central place where all candidate data is held and kept as up to date as possible. This data is the single most valuable thing an agency holds.

Just as important is the fact that this data is as usable as possible. This means that each and every candidate can be searched by particular job specifications and even be proactively presented by the database itself for new opportunities.

## The resurgence of the resourcer

The dawn of Web 2.0 can help recruiters make the most of their most valuable asset, their database, argues Paul Thompson

“Resourcers need to take the opportunity to make the most of this rich vein of talent.”



This puts the resourcer in a valuable position of power. With the right information at their fingertips they have the power of accessing a categorised and searchable database of candidates.

#### Web 2.0

Aside from this agency-owned database, the internet has brought about another hugely valuable opportunity for the recruiter – the Web 2.0 marketplace. Mention social networking and most people will think of Myspace. However, the social networking phenomenon can be hugely

valuable to the resourcer. Sites like LinkedIn and Ecademy, which are social networks designed entirely for business purposes, can be fertile ground. These sites, searchable by a plethora of different criteria, provide business people with the opportunity to share, swap and publicise information about themselves.

This obviously provides resourcers with a valuable virtual social networking opportunity where potential candidates, recommendations and other contacts can be found. This is an emerging phenomenon and many management-level business people are openly accessible through these sites. Resourcers need to take the opportunity to make the most of this rich vein of talent.

For resourcers the message is clear, data is at the heart of everything in the recruitment world. This has always been the case, however data is no longer written on the back of cigarette packets, in Rolodexes and little black books, but stored electronically in an easily manageable form. By using the appropriate technology this data can be pooled, accessed, searched and matched in a fraction of the time. Resourcers can work smart and work quicker, building up valuable networks of contacts and making the most of the information available.

*Paul Thompson is sales director at software provider Voyager*

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