Case Study:
Oxford Global Resources

Oxford Chooses TargetRecruit to Power Its Global Recruitment Network.

Company Overview

Oxford, founded in 1984, is a renowned professional services firm specializing in staffing high-demand skill sets for competitive industries like IT, Life Sciences, Healthcare, Financial Services and the Public Sector.

900 Employees

2,500 Contractors

35 Global Offices

CHALLENGES

- Oxford faced significant challenges with their homegrown solution as it lacked the flexibility and scalability to grow with their evolving business needs
- Maintaining separate systems for the US and Europe created data silos and a lack of visibility into data across geographies
- Considering the limitations of their current system, to continue to customize and innovate was too costly while integration with other systems was extremely limited, stunting operational efficiency
- Oxford's attempt to previously implement a one-size-fits-all product failed due to the inability to configure and customize the solution to meet their needs - leading them to TargetRecruit and the Salesforce platform

SOLUTIONS

Oxford decided to seek a more robust and adaptable solution that would not interrupt their business operations, and centralize all data into one place.

The decision to switch to TargetRecruit was driven by the need for a more flexible, scalable, and integrated solution that could solve current gaps and meet the ongoing growth of their business.

Oxford ultimately chose TargetRecruit as a partner for both it's ATS and CRM/Sales tool due to its speed, scalability, flexibility, and integration capabilities. Now recruiters and account managers are aligned and have full visibility with one platform.

Transitioning from a homegrown solution to a platform solution that provides both "buy and build", Oxford significantly reduced their tech team spend while gaining the flexibility and scalability needed to adapt to future needs.

KEY BENEFITS

01 SCALABILITY AND FLEXIBILITY

Oxford now has a more open and extensible system, with the scalability needed to support their growing business and the flexibility to continue to customize their solution.

02 USER ADOPTION AND SELF-SERVICE

With an enhanced user-friendly interface and self-service capabilities, Oxford recruiters can now access and maneuver data more efficiently, resulting in higher user adoption rates, engagement and improved productivity.

03 SEAMLESS INTEGRATION

With advanced integration capabilities, Oxford can streamline workflows with Flows and improve data visibility across its network. Integration with other tools such as HubSpot, PeopleSoft, and Tableau facilitate real-time data updates and enhanced capabilities across marketing, billing and reporting.

04 SUCCESSFUL IMPLEMENTATION

By prioritizing the integrity of the data migration from separate systems into one, Oxford achieved a smooth transition to centralize data through meticulous planning, extensive training and onboarding. The go-live was also completed in one day (think "big bang" approach).

CONCLUSION

By partnering with TargetRecruit, Oxford has successfully overcome their recruitment technology challenges and positioned themselves for future growth. The seamless integration, scalability, and user-friendly interface of TargetRecruit has transformed Oxford's recruitment operations, enabling them to stay agile and competitive in delivering the right talent, right now.

> We came from a homegrown system that wasn't meeting our needs. Not only has TargetRecruit been an easy to learn, easy to use system, it's brought a lot of data to the fingertips of our folks that weren't previously in a cohesive system. From a leadership perspective it allows us to have full transparency into how we're operating the business, while it also gives full visibility to all of our users.

Carol Riegert
Chief Information Officer at Oxford Global Resources

★★★★★