



SimplyMustard

Blues Point

## Blues Point improves its recruitment efficiency using IKM

### The Client

Blues Point is an IT recruiter based in Burton on Trent in the UK midlands. A successful business that has achieved steady growth since 2003, Blues Point has a solid reputation for delivering IT professionals to businesses in the local area across various sectors including Software, Healthcare, Financial and Leisure. Blues Point has built its reputation on providing a service to clients that is a cut above, not just that provided by their direct competitors locally, but also one that differentiates the company from much bigger multi-branch organisations.

Many large national recruiters trade on reputation alone; it was essential for Blues Point to offer a service that added value to the recruitment process for their clients.

### The Challenge

One of the benefits of working with businesses in the local area for Blues Point is that their recruiters could meet candidates in advance of their interviews and make sure that they are screened thoroughly.

However, the challenge for Blues Point, and all recruiting firms, is in ensuring that their candidates are technically 'up to the job'. IT has always presented this challenge – many candidates can look good on paper but when it comes to demonstrating their knowledge and applying it on the job they can fall short.

In today's world, CVs are often more of a marketing tool than a documentation of skills.

#### *Challenges in the Permanent Market*

Recruiting the right person can be time consuming, but the consequences of recruiting the wrong person can be far more wide reaching and costly for clients. Companies need to know that the candidates the recruiting agency recommends are going to have the skills required to do the job at hand.

Blue Point wanted to provide an airtight process for shortlisting only the strongest and most technically capable candidates. Their clients would know that they could confidently make a hire from the shortlist presented to them.

#### *Challenges in the Contract Market*

Speed often takes priority in contract recruiting, but just as in permanent recruitment, making the wrong hire can be detrimental to business. Hiring a wrong contractor can lead to missed deadlines, poor production quality and cost overruns. Blues Point wanted to offer their clients a streamlined process wherein even if the urgency of their recruitment left minimal time for interviewing, they could still ensure that candidates were technically capable.

### *Further Business Development*

Blues Point wanted to ensure that they were offering a service that differentiated them from the competition in a competitive marketplace. Many recruiting agencies would send out CVs for consideration just because the document contained references to required IT skills.

Blue Point wanted to make sure that they only sent out CVs of candidates who were able to substantiate the knowledge written on that CV.

### The Solution

Blues Point uses IKM as part of their standard recruitment process both with existing clients and as a service offered to new clients.

“IKM’s library of tests is constantly updated and the option of quickly compiling a bespoke test has become a remarkable time saver for our clients that have a need for diverse skills.”

Alex Handford, Director, Blues Point

Blues Point’s clients can benchmark the test within their own team and see via the detailed IKM’s Score Report how prospective team members compare to them and what value they could add to the business.

The Score Report also identifies areas of technical weakness – this gives their clients insight into core areas they might want to question further at the interview stage in order to ensure that the candidate has the aptitude to gain these skills if required.

### The Results

“Using IKM has improved our ratio of CVs submitted to placements made – because we and our clients know that the candidates whose CVs we submit are technically capable of doing the job” according to Alex.

With around 90% uptake of IKM among their existing clients and almost 100% with new clients, offering technical testing as part of their process has been a real point of differentiation for Blues Point. IT Managers are busy people, often too busy to recruit even though recruiting successfully would provide a solution to the problem of being too busy!

“The bespoke technical assessment service by IKM and in-house benchmarking has greatly enhanced our service offering, and it gives our clients a real edge against their competitors too,” concluded Alex.



---

## Contact SimplyMustard

Web: [www.simplymustard.com](http://www.simplymustard.com)  
Email: [sales@simplymustard.com](mailto:sales@simplymustard.com)