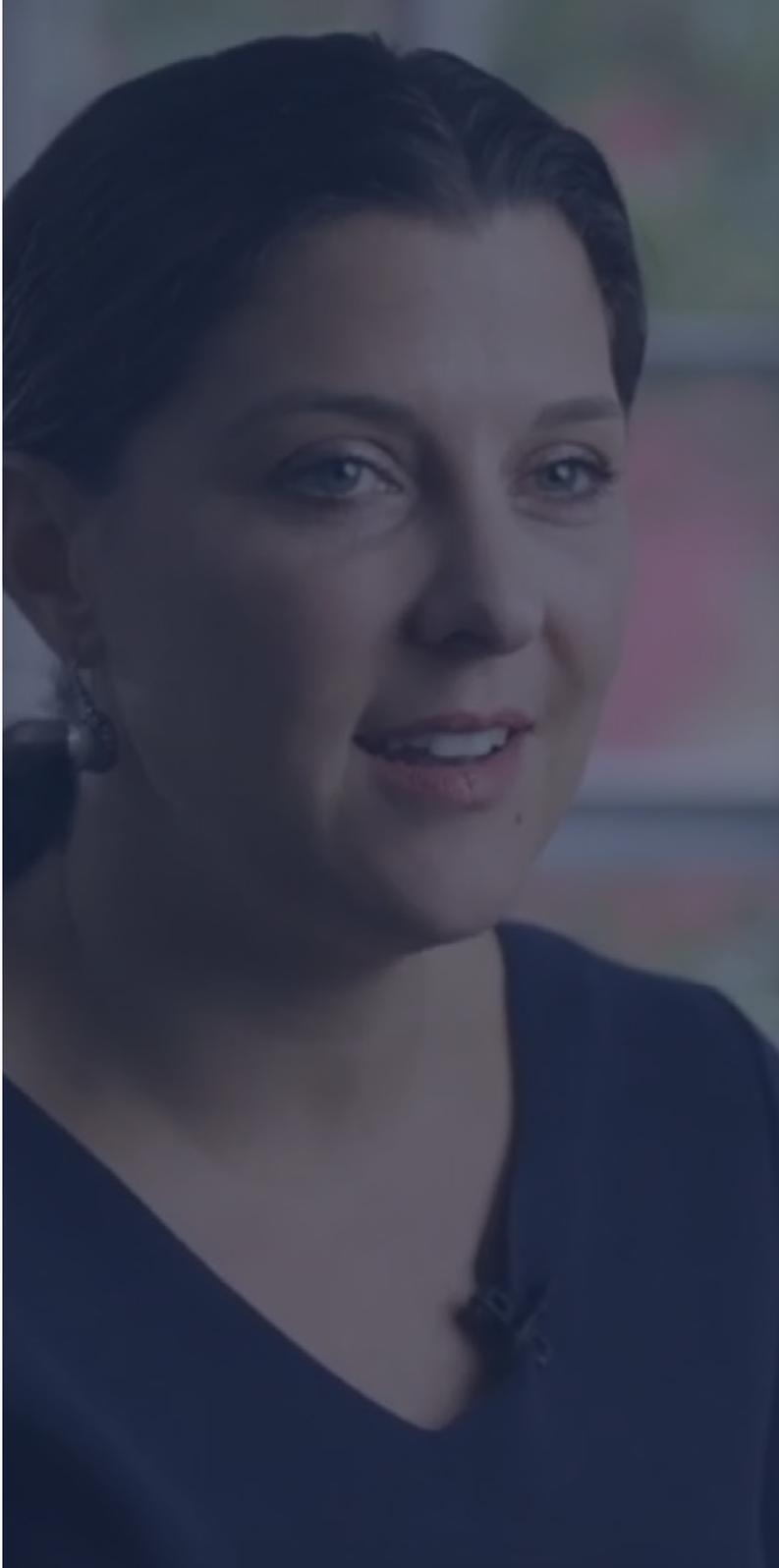


 Zoho Recruit
The Zoho logo consists of five colored squares (red, green, blue, yellow, orange) arranged in a row, each containing a white letter. The letters are 'Z', 'O', 'H', 'O', and 'O' respectively. To the right of the squares is the word 'Recruit' in a white sans-serif font.

IN FOCUS:

ACTUALIZE CONSULTING

zoho.com/recruit



ACTUALIZE CONSULTING TRANSFORMS RECRUITMENT SANS SPREADSHEETS.

Recruitment is an extended discussion between existing organization teams and future employees. Throughout the process, spreadsheets became the fallback system for logging prospect data for various reasons.

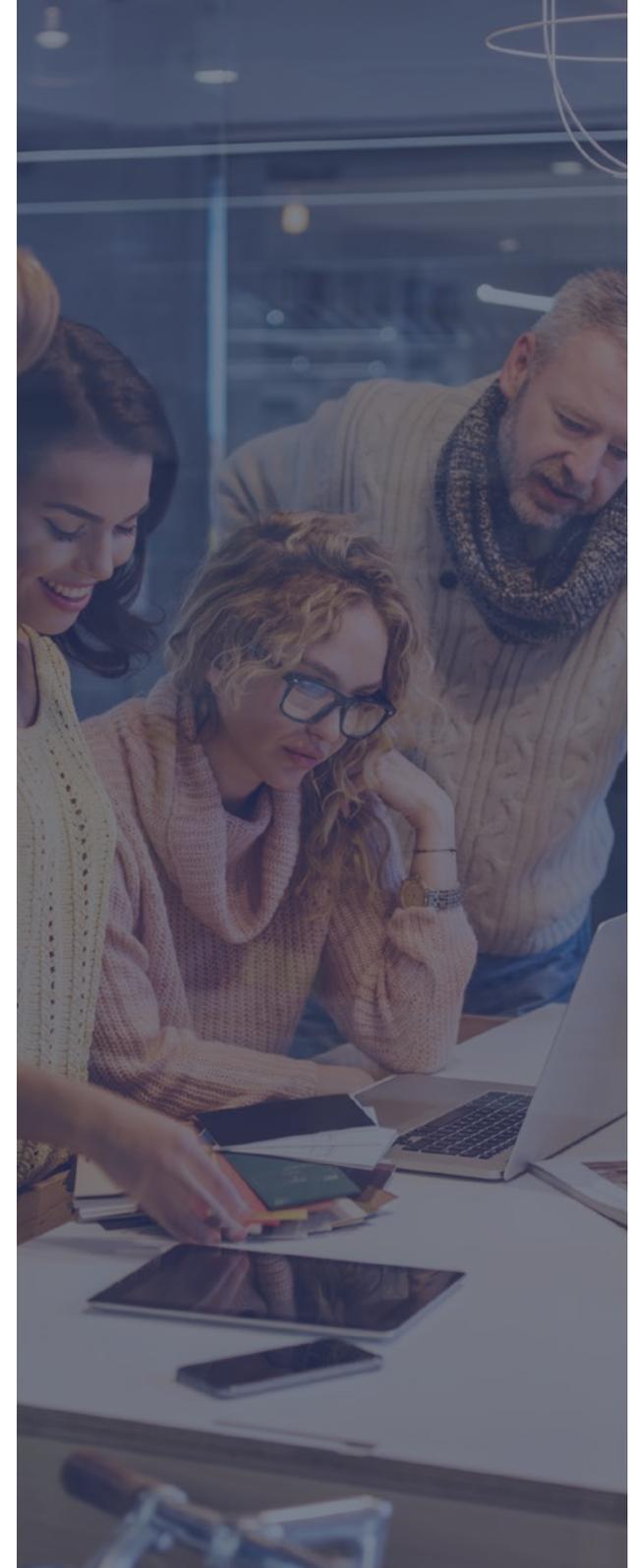
Spreadsheets work well for a key aspect of hiring – candidate info. However, they weren't designed with recruitment in mind. After many years of relying on spreadsheets to manage everything from hiring top talent to organizing the process, Actualize Consulting realized, that while they had all their data in one location and updating information seemed convenient enough, spreadsheets became very unwieldy and inconvenient to use as their organization grew.

ABOUT ACTUALIZE CONSULTING.

Actualize Consulting, founded in 2003, is a professional services firm specializing in business process engineering and technology implementations for financial institutions. With offices in the United States (New York and Northern Virginia), Canada, and the UK (London), they serve mortgage firms, banks, insurance companies and other financial institutions, Federal and State Government, as well as specific activities of Fortune 1000 firms.

Zoho Recruit was in fact, not their first choice. When they wanted to make the switch to an applicant tracking system, they started off with a large recruitment software, and after a brief spell with it, realized it wasn't meeting their needs. Kerry Wekelo, the Managing Director for Operations & HR, found the system to be extremely complex and couldn't customize the software to fit their recruitment process.

Recognizing the pitfalls of using spreadsheets and a non-customizable recruitment platform, Kerry began to look for a more robust solution. A solution that would be flexible enough to cater to their needs.





Migrating data into Zoho Recruit was extremely easy. I was looking for a tool that has an easy transition because I'm really busy.

Kerry Alison Wekelo

MD, Actualize Consulting, Washington D.C.

IN SEARCH OF THE RIGHT TOOL.

They needed a tool that would:

- Let them customize the elements of the recruitment platform.
- Help them focus more on recruits and less on software.
- Enable them stay organized around the prospects.
- Allow them to have detailed notes and profiles on each prospect.

Kerry started researching other solutions and came across Zoho Recruit that seemed to fit all her needs. After deciding to give it a try Kerry found it was exceptionally easy to customize. Kerry and her team had to move a lot of data from the old system to the new one and Zoho Recruit made that move as effortlessly and quickly as possible.

STRIKING GOLD.

Kerry and her team instantly liked Zoho Recruit and the functionality the system provided. Actualize Consulting has come to trust in Zoho Recruit to manage its end-to-end recruitment process.

Here's what they love:

Ease of use.

Zoho Recruit gave them a powerful yet simple tool to carry out their recruitment process. This way, they could manage their prospects more and work less on software and technical issues.

Searching for candidates with specific skill sets.

Kerry and her team have a mammoth database of candidates and going through them is nearly impossible. With Zoho Recruit, they search candidates with various criteria and select the right potential.

Highly customizable.

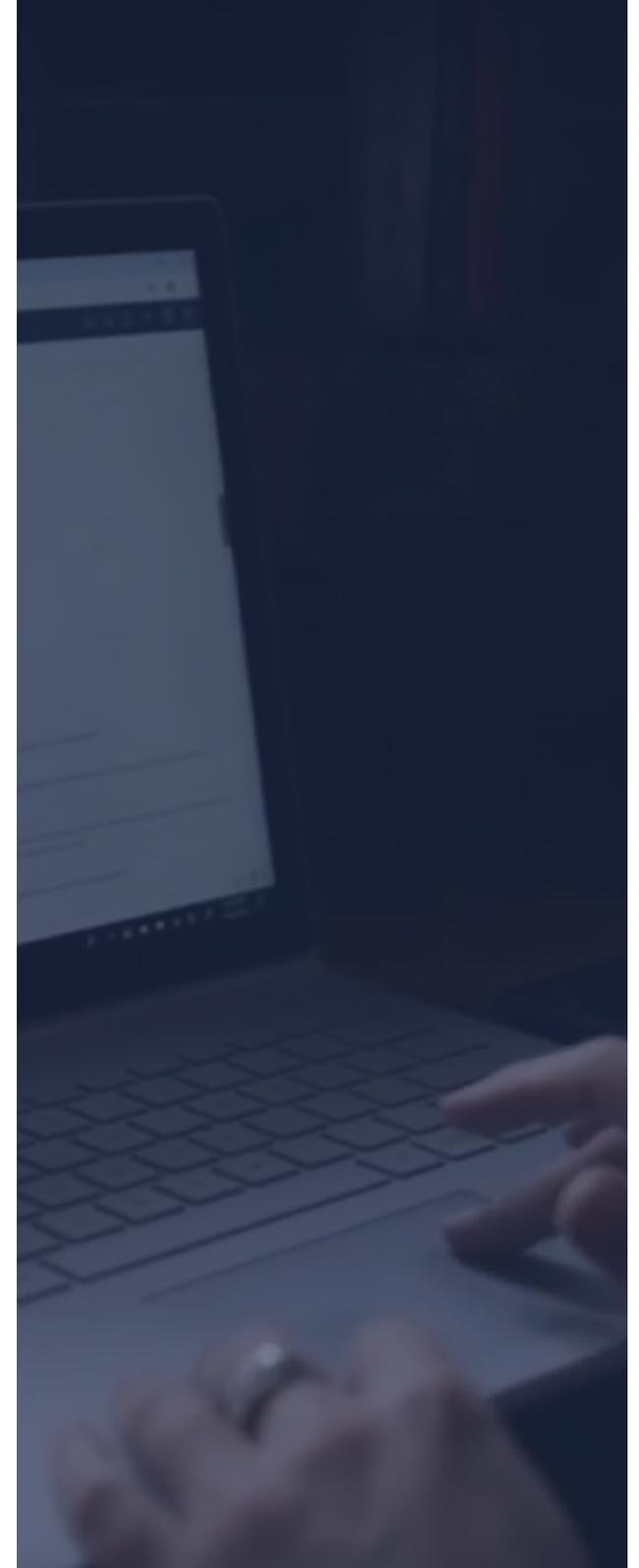
Actualize Consulting can now customize every aspect of their workday, be it a small change or an entire workflow.

Effortlessly bringing in previous data.

Zoho Recruit made their process of migrating data from the previous system as simple as possible and worked with them every step of the way.

Exceptionally economical.

Zoho Recruit starts as low as \$25 per month and continues to be the most economical recruitment system in the market.



ABOUT ZOHO RECRUIT

Zoho Recruit is all about building great teams and hiring the best talent without breaking a sweat. Our all-in-one applicant tracking system helps teams of all sizes source, track, and hire candidates.

Zoho Recruit has been an unparalleled champion in many software categories for two years and running.



zoho.com/recruit