

### The Vision and Purpose of Logic Melon

Recruitment Consultancies' needs are continually in flux and this fact has been particularly evident during the uncertain economic conditions of the past 12 months. They therefore require recruitment tools which can be easily adapted to meet their changing needs, giving them flexibility to grow, evaluate and adapt their recruitment advertising in accordance with the changing state of their organisation. Existing bulk-posting instruments have largely been generic tools, with few functions which can be adapted to the client's specific needs. Additionally, consultancies operate very differently depending on size, industry specialisation and number of divisions, requiring integration with a number of systems and 3rd party suppliers. Logic Melon serves to increase the efficiency of recruiters by taking into account these differences, supplier requirements and continual changes, making the systems they use to advertise their job vacancies more intelligent and adaptable. In addition innovations in the speed of job posting to 3rd party boards has created a multi-poster which will simplify the recruitment process for consultants across a variety of industries.

### Key innovations

Logic Melon adds a large set of key innovations not present in other systems

- ✔ 12 level organisation structure configurable at any level to suit any organisation with multiple branding and horizontal and vertical divisions
- ✔ Enhanced posting effectiveness
  - Job title lookups
  - Linked industry fields to fast track selections, but giving the power of control
  - Job description formatting
- ✔ Candidate management
  - In browser CV preview
  - Variable flagging which pulls through to the Return on Investment analytical reporting
- ✔ Analytical reporting focussing on measuring Return on Investment (ROI)

### Logic Melon and ATA Recruitment: Flexible Solutions Developed in Conjunction with a Consultancy

Working closely with client ATA Recruitment, Logic Melon has been able to assess the exact needs of a recruitment consultancy, particularly the day to day issues which they encounter when posting jobs and assessing the success rates of various job boards.

Building upon previous experiences with other multiposting software, ATA was able to feedback the shortcomings of these tools, allowing Logic Melon to develop functions which alternative multiposters had lacked. This close working relationship has enabled Logic Melon to really get under the skin of a key recruitment industry player.

ATA Recruitment is a specialist technical and engineering consultancy, operating across a number of different divisions. 'ATA Selection' sources personnel for SMEs across the UK and the vertical divisions of ATA Rail, ATA Energy, ATA Defence and Aerospace and ATA Construction work with large international firms within their respective markets. Each of ATA's divisions has subtle differences in the way consultants work, each using different online job boards and sourcing personnel on varying scales. They therefore required a multi-posting software that can efficiently monitor the performance of each job board to assess the return on investment for each posting but that can also be adapted in terms of functionality from team to team, dependant upon their working practices. Logic Melon has been the tool to fulfil these needs.

ATA's various divisions work differently according to industry requirements and the characteristics of the candidates within those industries. When ATA initially started using Logic Melon, the 'flagging' system of



### Testimonials

**Samantha Powell, Group Marketing Manager, ATA Recruitment:** “Logic Melon has been hugely beneficial for ATA, allowing our teams to speed up their recruitment process beyond the level of previous multiposters. Working with our Marketing team, Logic Melon have been able to adapt their software to meet our needs, taking into account our suggestions and inputting them into their tool for use by other clients. Above all Logic Melon has allowed us to become more savvy about which job boards we use, allowing us to truly assess the return on investment across different regions and industries. When consultants assess the quality of candidates from a particular job board, this is often a very subjective view, founded from historical experience of that board and not on real performance. Contracts with job boards with which we have long founded relationships have not been renewed as a result of the report findings from within Logic Melon, which has allowed us to be truly objective in assessing their performance. This has meant that we have been able to invest budget previously spent on job boards in new media including social networking recruiter tools, allowing ATA to be available to candidates across an increasing number of platforms.”

**Nicholas Van Esch, Technical Director, Logic Melon:** “We designed Logic Melon because the market has evolved over the past few years, meaning recruiters require greater flexibility in the way they use a variety of 3rd party systems. At the same time that the market is changing, technology too has evolved enough that we have been able to create a tool with intelligent systems which allow recruiters to be more effective in their recruitment process. The key to this is the flexibility we offer on a company and micro-company level, allowing client administrators to vary the way that our tool can be used. Additionally, clients are becoming ever more objective about their use of external job boards, particularly during uncertain financial times, meaning that they have moved from assessing only past application rates and simple return on investment reports, to require interactive, analytic style analysis. With increased competition in the market place for both recruiters and job boards, clients need access to up to date visual information which allows them to make good decisions rapidly. ATA have fed back valuable information to us about the shortcomings of other multi-posting software and together the two firms have enabled the creation of a product that is sensitive to the real needs of a recruiter“

## Contact us

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