eDigitalResearch Helps Totaljobs Group Maintain Leading Position

Contributed by eDigital Research
Thursday, 03 March 2011

eDigitalResearch is helping the UKâ€™s leading online recruitment business to further improve its attraction and engagement with both recruiters and jobseekers.

Totaljobs Group comprises seven recruitment job sites, between them carrying over 125,000 jobs, attracting over four million jobseekers and generating three million applications every month.

These include totaljobs.com, cwjobs.co.uk, caterer.com and retailchoice.com. The group had previously used a number of online survey providers to help it ascertain from recruiters and jobseekers how it can add value and match employers to the right candidates.

Previous systems used have fallen short of requirements for a variety of reasons, including a lack of control or flexibility to create customer surveys, and poor reporting capabilities.

Requiring a more collaborative and flexible approach, Totaljobs Group engaged eDigitalResearch in 2008. Its key objectives were understanding satisfaction levels of both jobseekers and recruiters and the needs, behaviours and perceptions of specific audience types, as well as helping to aid development of new products and sales and marketing strategies across all brands. Â

The business now runs multiple tracking surveys across all seven brands, regular profiling surveys, and numerous ad hoc studies to fuel content and PR activity.

Recruiter surveys enable a deep understanding of the specific recruitment needs and challenges of the respective sectors and individual companies within them. Some are used to gather market intelligence to improve knowledge, attend networking events and introduce new services and other key strategies.

Others are used to gauge and improve the usability of the site from a recruiter perspective.

Jobseekers are profiled in order to demonstrate to recruitment advertisers the level of information held on potential candidates that pass through its job websites.

They are then regularly polled on subjects such as employment aspirations by brand, what other recruitment channels they use, topical employment issues and how satisfied they are with their experience of Totaljobs Group and the usability of its sites. Other eDigitalResearch methodologies are currently being trialled in order to conduct more in-depth discussions with respective audiences.

Marketing Director Michael Robinson commented:
â€œAs an online business that is constantly changing, it is important that we fully understand our audiences' needs and behaviours. Having this insight enables us not only to develop our products and services, but also drive content and communications to jobseekers and recruitment advertisers who use our websites.â€•

â€œeDigitalResearch was chosen for two reasons,â€• Robinson adds. â€œFirstly, it had an impressive client list of blue chip bra
many of them online, and clearly demonstrated its technical ability in providing a full suite of research tools in the digital space. Secondly, it has the research expertise, helping Totaljobs Group to frame questionnaires correctly, an important consideration given that we do not have our own research department.â€•
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17 February 2011