

# The Importance of Customer Service and Customer Relations in Selling e-Recruitment Solutions to the HR Professionals

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**Abstract**—This study is aimed to identify the importance of Customer Service and Customer Relations while selling e-Recruitment solutions to the HR professionals.

Although e-Commerce in India is \$11 billion market and it is estimated to reach \$20 billion by 2015, for a company to succeed and gain maximum revenue it is very important to serve the customer well and have good relations with them.

The main role of the HR is to close the position in minimum time and this is where e-recruitment crops in. Today e-recruitment definitely continues to play a very prominent role as the world becomes more digitized, thus opening the market for more and more competition. To break this clutter and to make the business sustain competition, do you think it is only the product which can help?

e-Recruitment is such a service in which the salesperson needs to make the experience of the service rich even before the client has bought the service which means the client first buys the person i.e. his behavior and attitude and then the service.

This research further gives answers to the following:

1. Whether just listening to the customer's problem helps building good customer relations?
2. Can good Customer Service and Customer Relation help in repeat buying?
3. Can Customer Relation retain old clients and improve the overall sales?

The research methodology employs a qualitative approach. The data collection involves collection of primary data through questionnaire which is filled by the HR professionals.

To conclude Customer Service and Customer Relations is important even when everything is digitized because at the end to make any service useful overall human experience counts more.

**Keywords:** Customer Service, Customer Relations, e-Recruitment.

## 1. INTRODUCTION

Today Internet technology has helped India to adapt to various technologies in almost all fields. India now has over 200 million Internet users and by 2018 almost half the country will be connected through the internet. E-commerce in India is supposed to reach \$20 billion by 2015. With such advancements in technology, e-recruitment is one of the service which will grow prominently.

People now have shifted from conventional methods of hiring to e-hiring. E-Recruitment includes job postings, database access, career sites and various other branding suites. However it is very important to train the clients on the product so that they use the products like job posting more and get more traffic on the website thus Customer Service has more strategic benefits for the company.

Also engaging more with the clients helps in building relationships and this helps the service provider to know what the client expects from the product and this expectations are then met by the product team and this is how new products develops.

## 2. IMPORTANCE OF E-RECRUITMENT SOLUTIONS TO HR PROFESSIONALS

If we go back to few decades, we will notice that People Management has travelled a long way from purely handling disputes to Personnel Management and from Personnel Management to Human Resource Management. Of late from Human Resource Management to Human Capital Management.

Along with this even technology has travelled with the management of people in the organization and these are the days of e-HR where in the HR professional needs to be aware and knowledgeable enough to adopt to new technology.

e-Recruitment includes placing jobs online, candidate screening through database and adoption of more branding suites. e-Recruitment helps in saving cost, decrease the cycle time and reduces burdensome administration process. There is an anticipation that 95% of organizations plan to use e-recruitment in the near future.

## 3. IMPORTANCE OF CUSTOMER SERVICE IN SELLING E-RECRUITMENT SOLUTIONS

Customer Service in e-recruitment means to give services to the customer till the time his/her services are perished.

Providing good service to customer in today's competitive market place is not enough- service must be excellent and excellent service requires technology and automation thus saving the HR's time.

e-Recruitment is a very complex product thus posing different challenges to the HR. In such cases it is very important to serve the customer well so that he derives value for money. Often it has been noticed that the decision maker is different and the user of the service is different. Therefore in such cases it is very important that the client utilizes the product and hence proper training and assistance should be provided.

Perhaps this is the only reason why e-Recruitment organizations have their support teams in place. Moreover when the customer is served well during the service's subscription period, there is always a win-win situation at the time of renewal.

#### 4. IMPORTANCE OF CUSTOMER RELATIONS IN SELLING E-RECRUITMENT SOLUTIONS

e-Recruitment services are tangible in nature and so recruitment constantly involves new challenges for the clients which needs to be solved. Customer Relations has become more prevalent in service sector industry as organizations are looking for sustainable relationships and continued sale to one customer. Customer Relations helps in creation of Customer loyalty and so Personal Selling becomes very important.

It is very important for a salesperson to shift Customers as Strangers to Customers as Partners thus creation of commitment. When this happens, the client sticks to the product and vouches for it even when he shifts his job and moves into a different company, thus increase in sales of e-Recruitment Company.

Customer Relations also helps in feedback mechanism which becomes very crucial piece of information for the product team. Also it helps in building revenue model which means the future expectations of the clients helps suggest us various options to them. Customer Relations helps in cross selling and up selling thus enhancing the growth potential of each customer.

### 5. RESEARCH METHODOLOGY

#### 5.1 Research Methodology & Sample Size

The objective of the study it to find out the importance of Customer Service and Customer Relations wrt e-Recruitment. A total of 35 respondents who were HR professionals were surveyed.

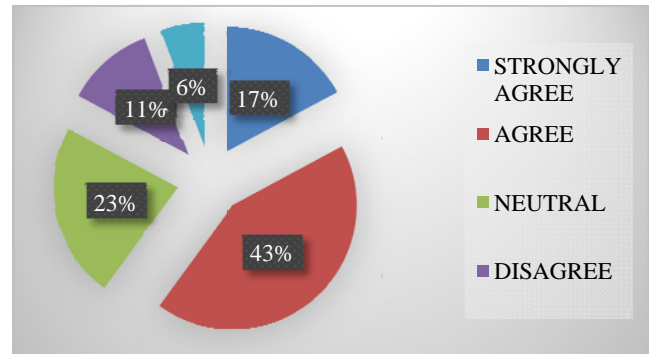
#### 5.2 The tool used to fulfill the objective is:

Descriptive analysis

#### 5.3 Type of data collected:

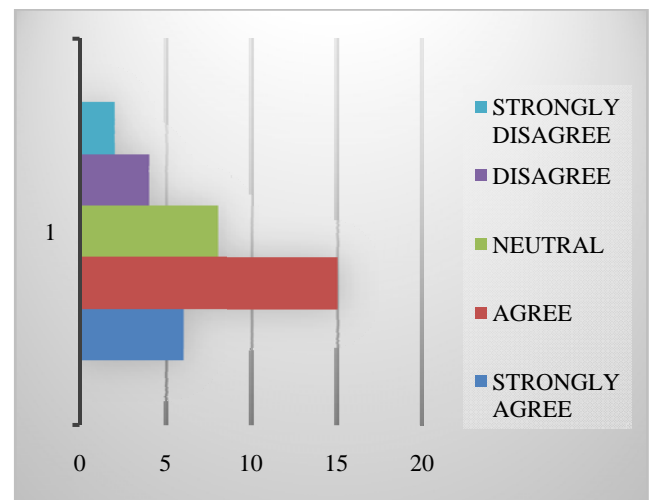
- 1) Primary data – Questionnaires from the respondents which are the HR professionals and Personal Interview.
- 2) Secondary data – Impact of Customer Service and Customer Relations in sales.

### 6. GRAPHICAL ANALYSIS



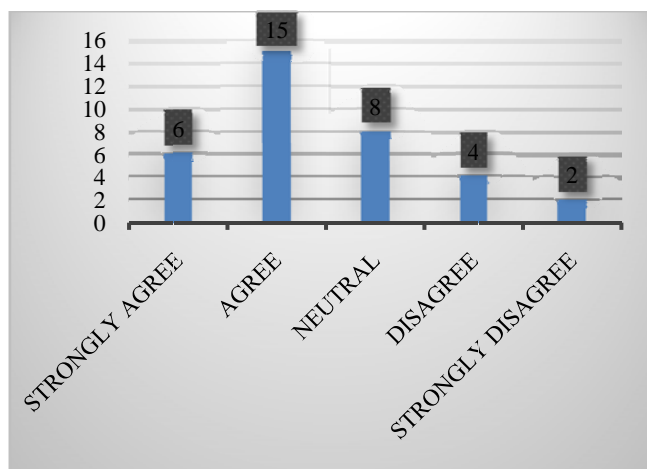
Graph 1: Customer Relation solves Recruitment Problems

Analysis: From the above graph we can conclude that 51% of the HR professionals agree that good customer relations can solve many recruitment problems thus it helps to smooth the overall business performance. While 20% of people are neutral about it.



Graph 2: Customer Relations helps in Cross selling & Up Selling

Analysis: From the above graph we can conclude that 34% of the HR professionals agree that good customer relations helps in cross selling and up selling thus increasing the sale of the service provider. While 23% are neutral about it and 6% of people completely disagree.



**Graph 3: Customer Service & Customer Relation helps in repeat buying.**

Analysis: From the above graph we can conclude that 29% of the HR professionals are neutral that good customer service and relations helps in repeat buying. While 20% of them strongly agree about it and 13% agree.

### Analysis and Results

- 57% of the people agree that good customer relations always helps in retaining the old clients and improves the overall sale while 20% of the people are neutral about it and 3% completely disagree .
- 51% of the people strongly agree and 40% of the people agree that even if the product is good but a certain level of customer service is required to make a sale.
- 43% of the people are neutral that sometimes just listening to customer problems can help in building good customer relations while 34% of the people agree and 11% completely disagree.
- 69% of the people strongly agree and 31% of the people agree that while selling e-recruitment solutions the salesperson should suggest solutions to improve the hiring methods.
- 68% of the people strongly agree while 29% of the people agree that solving the problem of the client in the right time makes the customer relationship strong.
- 43% of the people agree that the client purchasing e-recruitment solutions can be upgraded if serviced well while 23% of the people are neutral about it.

### 7. RECOMMENDATIONS

- While selling e-recruitment solutions it is very important to keep the trust of the client because every new client who buys the product is taking some kind of risk and hence proper servicing is required.

- The beauty of the product is not in how many resumes it has in its database but how soon the position of the client is closed ,for this it has to be ensured that the client is trained well on the product.
- As the e-recruitment market is growing the salesforce should solve the client's problem at the right time so that the client is not lost and also provide proper service to build corporate reputation.

### 8. CONCLUSION

e-Recruitment has made life easy for many HR professionals but along with this Customer Service and Customer Relations is also very important in selling e-recruitment because to run any business manpower is required and right quality of manpower is required. This is the only reason why e-recruitment companies has set up Key Accounts teams which shows that Customer Service is important.

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