

Case Study



Support Adventure

Scaling Remote IT Recruitment with **Zoho One**



zoho.com



The Company

**CONNECTING TOP REMOTE TALENT
WITH WORLD-CLASS MSPS**

When Eric Muth moved to Belgrade, Serbia, after years working as an on-site IT technician in Toronto, Canada, he had an epiphany. What if skilled IT engineers could offer their expertise to forward-thinking organisations from anywhere in the world? Spotting a gap in the market, Eric started Support Adventure from his kitchen table in 2016. He hired a team, and trained them to offer remote IT support to UK businesses from any destination.

By the time COVID struck in 2020, Eric's team were 30-strong and operating a 24-hour help desk. "Suddenly the idea of remote working was not so exotic anymore," he recalls. "The world had seen that you could work from anywhere, and we were the ones who had already set up a lot of the infrastructure, procedures and know-how to implement this approach. As such, we grew considerably in 2020 and 2021, roughly tripling our size."

Passionate about enabling more IT professionals to live and work from anywhere, Eric pivoted the business to a recruitment model. "Today, we find the best IT and tech support staff around the world, and match them with our MSP clients who are looking for remote staff," he shares.

We connected with Eric and his global team - remotely, of course! - to discover how this modern, dynamic business operates an integrated tech stack that keeps engineers employed, MSPs manned, and adventures alive.

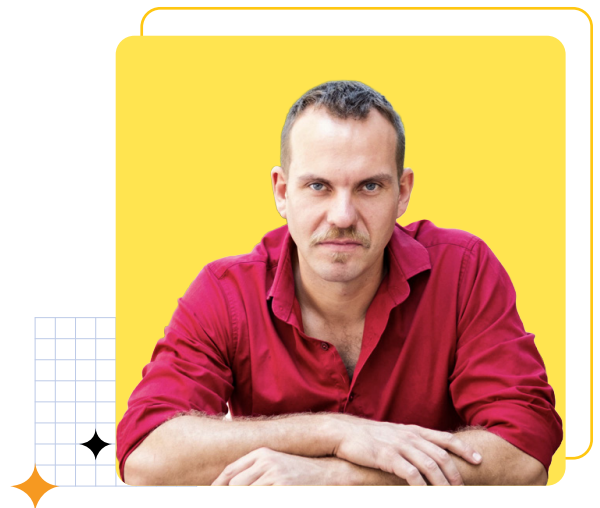
The Challenge

Replace siloed Google Sheets with a connected platform to serve contractors and clients



Our workflows were all manual, spreadsheet to spreadsheet, and our data was not linked.

Eric Muth,
Founder, Support Adventure



Like many start-up businesses, Support Adventure was powered by spreadsheets. Whenever an IT candidate submitted an application via a Google Form on its website, the details would drop into a Google Sheet that the team could add notes to and track the next steps. However, managing the spreadsheet was a highly manual process that left room for errors, and the data held there was isolated from other onboarding and contracting workflows.

Once an IT engineer was placed with a client, logging their time was also somewhat of a challenge. Support Adventure used TSheets by QuickBooks, which served its purpose of logging contractor attendance across placements, places, and time zones, but that data was not connected to other records and databases. Eric knew that a more robust platform was required if the business were to grow and support more technicians.

Similarly, Eric wanted to streamline the client management side of the operation. He sought a centralised CRM to manage new leads, track deals, and manage pipelines. "We've got two sides of our business; sourcing the best clients, and then assigning the best people that we can to them. So, the recruitment and the sales side are two separate information flows," he explains. "However, those two data flows still have to speak to one another."

Eric didn't have to search too far for a solution. Justin Coetzee, Support Adventure's Contracts Manager, had used Zoho software in a previous role. He put forth the Zoho One bundle as a connected platform that could orchestrate everything from contractor onboarding to skills testing, interviewing, placements, time tracking, lead nurturing, client communications, and reporting. "Justin suggested a database-driven Zoho implementation to manage everything from how the candidates come into our company, to how they get placed with clients, and how the ongoing contracts work," recalls Eric.

What also impressed the team was Zoho One's price tag, its customisability potential, and its room for growth. "The value proposition with Zoho One just makes absolute sense. And while we didn't initially envision implementing as much as we have done, it resonated from a future-proofing perspective right from the start," reasons Justin. "We were really happy about the developer-friendly, low-code aspects of Zoho too," Eric adds.

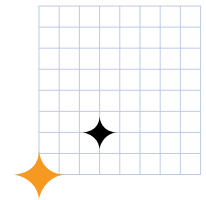
The Solution

Zoho Recruit, Survey, People, CRM, and Campaigns create an end-to-end placement pipeline

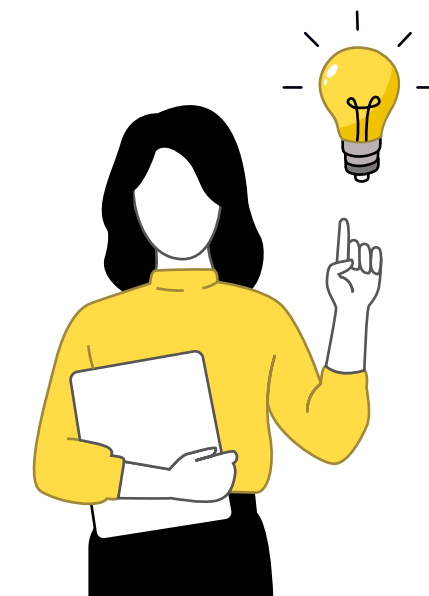


Zoho has helped us turn a business that I designed on spreadsheets into something that has a living, breathing centre. It's our nervous system, managing how we deal with applicants and clients.

Eric Muth,
Founder, Support Adventure



Because Justin was well-acquainted with Zoho, he spearheaded its roll-out across the business, quickly delivering impact. Today, the team are using no less than 10 of the applications in the bundle, and have built a seamless, synchronised environment that's saved hours of manual effort, eliminated errors, and increased output.



Support Adventure's Zoho successes by numbers:

- 60% climb in productivity across the recruitment team.
- 25 welcome emails sent in seconds, down from 1 hour.
- 4x more candidate applications processed.
- 13,000 lines of recruitment data visualised effortlessly in Analytics.



Recruit

One of the first tools that Support Adventure implemented was Zoho Recruit, a comprehensive applicant tracking system (ATS). It has now become the core database for all recruitment activities.

The process starts when a candidate completes an application form on the Support Adventure website, which is hosted through a Zoho Form. Here they enter their contact details, location, preferred working hours, availability, experience, skill sets, and qualifications, which are pushed automatically into the 'profiles' module of Recruit upon submission.

Recruit sends automated emails to each new applicant, acknowledging their interest.

Louwrens de Wet, Support Adventure's Technical Manager, explains: "It used to take us an hour just to send, say, 25 emails to new incoming candidates, but now they're sent instantly. We've been able to redistribute that time to other tasks and projects. In fact, now we have the capability of doing four times as many candidate applications as we used to before Zoho."

Each candidate also receives an automatic invitation to take a technical skills test, which is coordinated using Zoho Survey. "The way we've implemented Survey is unique, because it's not used as a feedback mechanism. In our recruitment department, it's how we test candidates. We build fully-fledged skills tests which auto-score candidates based on the results. Those scores are then shared back to the candidate profiles in Recruit," Justin explains.

Candidates who pass the skills tests are asked to share short introduction videos about themselves that can be presented to clients. The candidate profile in Recruit contains embedded links to these videos, which are stored in Support Adventure's document management system. However, key files like ID and citizenship documents are stored as native attachments. "When you open a candidate profile, you can see the entire overview of the process they've been through, and all the information that has been gathered throughout it," confirms Louwrens.

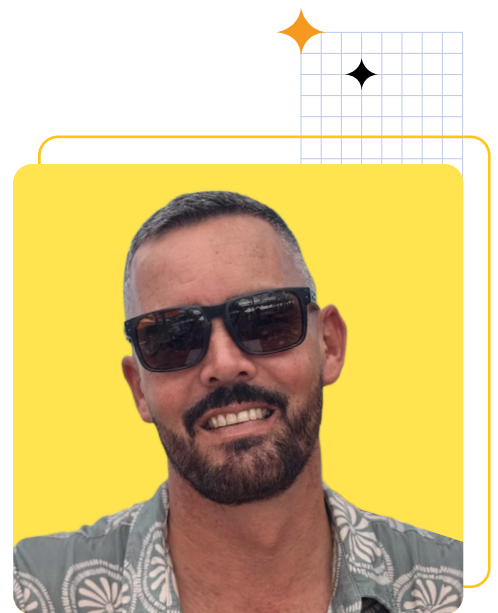
On the opposite side of the coin, Recruit also handles the open positions logged by the MSP clients. "Whenever clients have open positions, they'll also complete a Zoho Form, where they give us all the details like the job spec, the shifts, etc. That gets loaded into our 'placements' module and from there our Placement Specialists will select the candidates that match the role. A curated selection of candidates is submitted to the client through a web portal which is connected to Recruit by an API. They can see all of the candidate's profiles, introduction videos, their skills, and test results, with all the information pulling directly from Recruit. From there, they approve or decline the candidates, and if they approve one, we move ahead with interviews," explains Justin.



This was a total game-changer for us, because previously we had to sift through candidate information manually and send suitable ones to the clients via email.

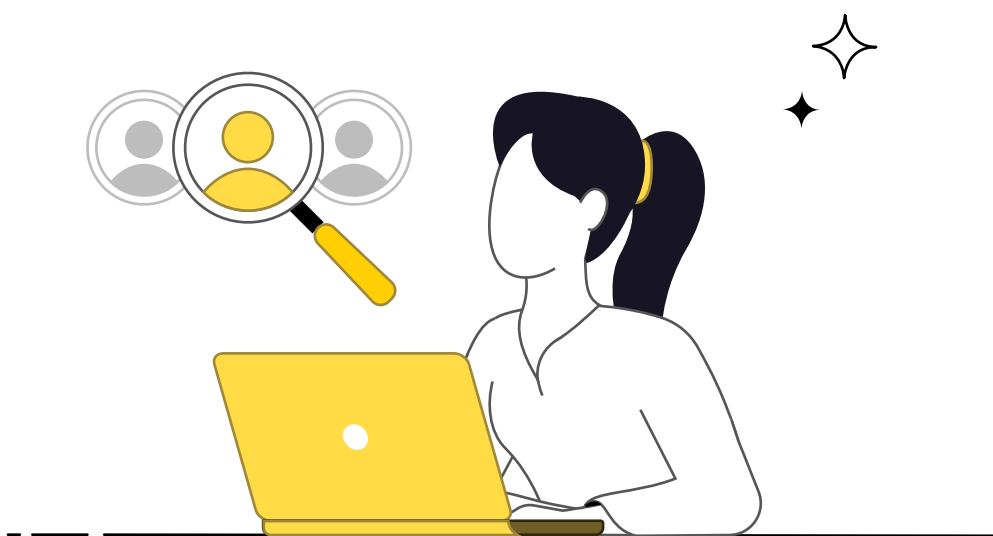
Justin Coetzee,

Contracts Manager, Support Adventure



Once a remote technician and an MSP are successfully matched, Recruit coordinates the contract process. "When a deal is established, we need a contract signed at each end. This was previously a very manual process, but we've automated it inside Zoho Recruit," says Justin. Inside the 'placements' module, contract templates are populated through a mail merge function in Zoho Writer, which pulls relevant details from the Recruit records. The contract is then issued to each party via Zoho Sign, to capture digital signatures. When the signing process is complete, Support Adventure's team receives an automatic notification, meaning they can go ahead and schedule the contractor's first day.

In cases where a client wishes to provide equipment to a contractor, the procurement process is also managed inside Recruit in a custom module named 'Supply Agreements'. A blueprint orchestrates the whole process of ordering, tracking, and delivering the devices each engineer requires. "When our contractors receive equipment from clients, it's quite an extensive process with many boxes to tick," shares Louwrens. By automating this workflow, the recruitment team saw a huge reduction in admin load, and estimates they are now around 60% more productive.





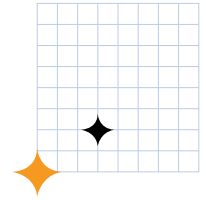
People



We moved from TSheets to Zoho People for staff clock-ins, and that was a very good move as well.

Eric Muth,

Founder, Support Adventure



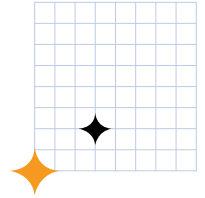
Hired technicians flow naturally from Zoho Recruit into Zoho People, where their ongoing HR needs are managed. "Once candidates reach the final step of the application, they get migrated over to Zoho People," nods Louwrens. Each worker checks in at the start of each shift, and checks out when it concludes. It provides the client with real-time visibility of the candidate's activity, and is used by Support Adventure's team for billing purposes.

"We need to know if they're showing up in the morning, and if they're not, we can call them and find out where they are, unless they have booked annual leave," says Eric. Holidays are requested and approved inside Zoho People, as is sick leave.

Zoho People is also used internally by Support Adventure's own team, who also track their working hours and leave inside the application.



We saw the need to start automating and doing more tracking on our sales side as well, so we decided to move the sales processes to Zoho CRM.



Justin Coetzee,

Contracts Manager, Support Adventure

Streamlining recruitment was only half the picture. To complete the end-to-end placement workflow, Support Adventure needed the same connected, automated approach on the sales side of the business. Looking once again to relegate outdated spreadsheets, the team added Zoho CRM to their stack.

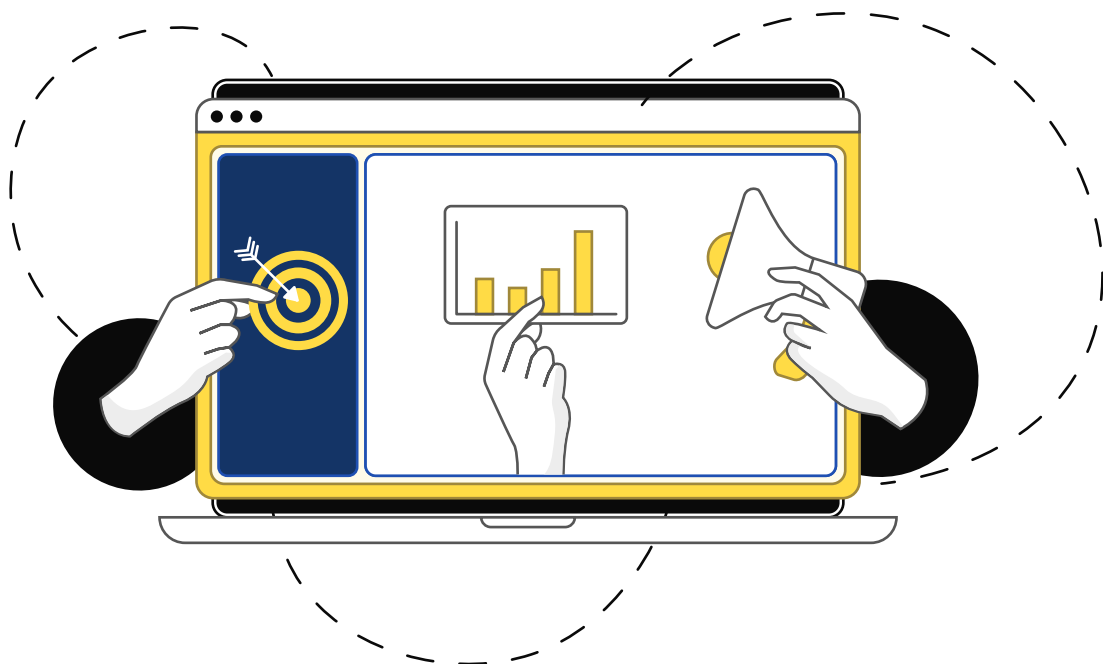
Now, new clients complete an enquiry form on Support Adventure's website, once again powered by Zoho Forms. The details drop into the 'leads' module of the CRM, where they are assigned to a staffing specialist. "We use an automatic round-robin assignment between a couple of our salespeople who lead the initial sales presentations," shares Justin.

Once a lead is qualified, it's converted into a deal and enters the sales pipeline, where a series of blueprints are activated. "These help the deal move smoothly through the responsible parties, automatically assigning the next person in the process to keep the deal moving," Justin explains. "We use blueprints to help keep structure and discipline, from step one to step two, and so on. They prevent manual errors, like forgetting or missing a step, or maybe failing to notify a team member that a task has been completed or needs to be handed over. Those were some struggles that we had before," Louwrens adds.

To nurture new clients as they move through the sales cycle, the team integrated Zoho Campaigns with the CRM. Regular mailshots keep clients up to date about new services, topical IT matters, and more. Every open, click, and reply is tracked back to the individual client CRM record for full visibility of their engagement activity. With the two-way sync, segmentation and personalisation are made easy. "We pull in our leads automatically from the CRM and then based on the lead source, the lead status, stage, or type, we send targeted campaigns," says Justin.

Before using Zoho One, the team ran email campaigns using a lesser-known tool, the name of which Eric admits he's long forgotten, but it did not freely integrate with any client database. As such, the sending process involved a lot of uploading and importing of lists, which limited wider reporting and engagement visibility.

Once a new client deal is sealed, the information held in Zoho CRM is pushed into Recruit's 'client' module, and the MSP is ready to list new job openings and receive candidates, completing the end-to-end placement process. "Together, the two applications work in tandem to create perfect pairings," smiles Eric.





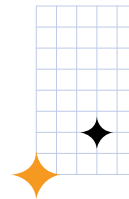
Analytics



We use Analytics to display data from Recruit, both for contractors and clients, and we use it for weekly and monthly reporting.

Louwrens de Wet,

Technical Manager, Support Adventure



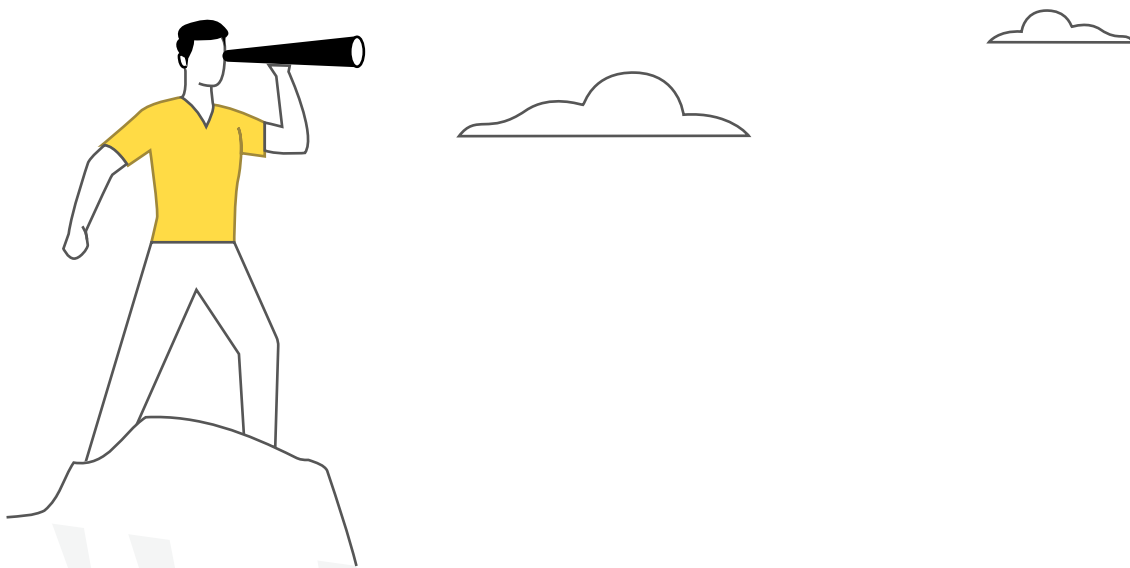
Zoho Analytics completes Support Adventure's core software stack, helping the team track the overall impact of their work, as well as detect trends and anomalies. It combines every metric and data point from Zoho Recruit, visualising over 13,000 lines of data from the ATS tool alone, as well as stats from CRM, Survey, and Campaigns.

Using interactive dashboards and widgets, the leadership team can track the number of incoming applications, placements, and contractors hired at any time, as well as the number of incoming leads, the most effective lead sources, and conversion rates. During board meetings, Analytics is the single source of truth upon which the team makes informed, data-driven decisions with confidence.

Looking to the future

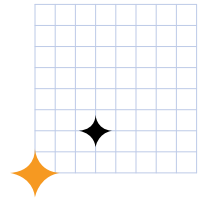
With MSPs increasingly embracing remote talent, the crew at Support Adventure has no plans to slow their digital transformation. They constantly seek to refine and improve their systems to make the recruitment process ever slicker for candidates and clients. Louwrens is currently building new client experience surveys in Zoho Survey and exploring the possibilities of Zia, Zoho's embedded AI assistant, to link the skills data inside Recruit directly to the placement module.

Additionally, the team is looking to take advantage of the marketing applications that are included in the Zoho One suite, specifically Zoho PageSense, Publish, and Social. By phasing out their current subscriptions for alternative products as each contract comes to an end, significant cost savings await, as well as enhanced interoperability.





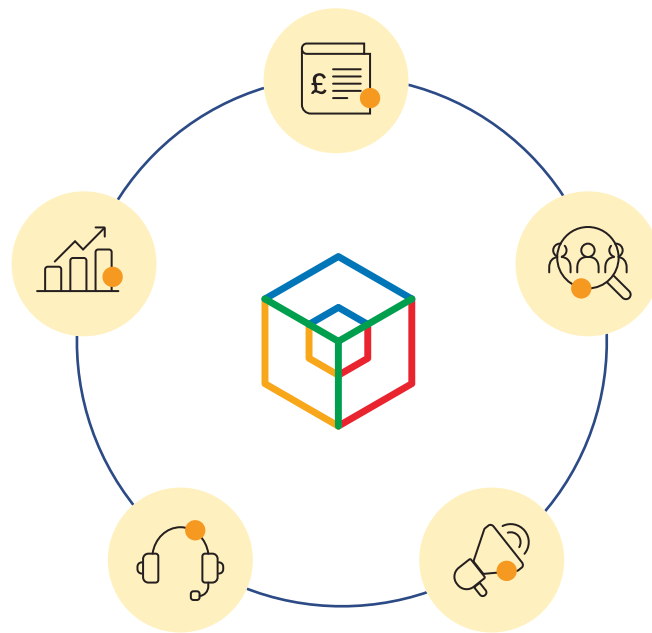
Zoho is a game changer. It's a highly-customisable platform that can unify every part of the business, and offers so much flexibility.



Eric Muth,
Founder, Support Adventure



About Zoho One



Developed as the ultimate "operating system for business", the Zoho One bundle is a collection of 45+ integrated applications that cater to every diverse need of a modern business. From Sales to Marketing, Customer Support, HR, Operations, Finance, and Legal, Zoho One's powerful suite of tools can be relied upon by every department to improve performance, enhance collaboration, and streamline processes. An unrivalled yet affordable solution, Zoho One's cloud-based apps bring extraordinary value to any organisation.

Please find out more via our website: www.zoho.com/one/



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