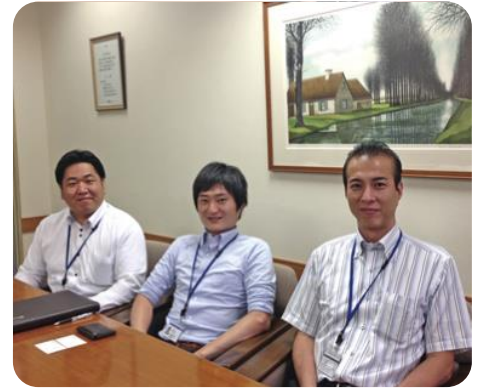


Can build the operating environment with the start of new service

“Got a perfect system with a reasonable price”

We spoke with Mr. Onose, the chief manager of recruitment dept. of Nisso Corporation / Mr. Sato, a member of recruiting planning group at recruitment dept. / Mr. Tanaka, the assistant manager of Web strategy marketing group at recruitment dept. about their implementation of SkyDesk CRM



NISSO CORPORATION

Issues faced before implementation

Nisso Corporation provides a new kind of recruitment information service that seeks to meet the needs of job-seekers. Because of the characteristics of their new service, the information of applicants who apply on their website has to be managed in a different database from that of their existing candidates.

Having conducted internal discussions on ways to effectively manage information when the new service began, Nisso Corporation started to consider implementing a new system that can meet the following requirements:

- **Can be managed separately from the existing database.**
- **A management system that can integrate with the application forms on their website.**
- **Easy to place forms on website.**
- **History of responses such as e-mails and phone calls from candidates can be managed.**
- **Candidates who no longer need job hunting assistance can be managed in a different category.**

What made you decide to implement SkyDesk CRM?

The big reasons for implementing SkyDesk CRM

1. **Want to manage the new data separately from the existing database.**
 - Manage the data of new service in SkyDesk CRM
2. **Want a management system which can be integrated with inquiry forms on our website.**
 - The web form function in SkyDesk CRM solve this issue
3. **Want to place forms on website easily.**
 - Only the installation of HTML code is required
4. **Want to manage history of responses such as e-mails and phone calls by candidate.**
 - SkyDesk unifies the response of candidates with their basic information for easy management
5. **Want to separately manage candidates who no longer need job hunting assistance.**
 - Transfer their data to other management categories

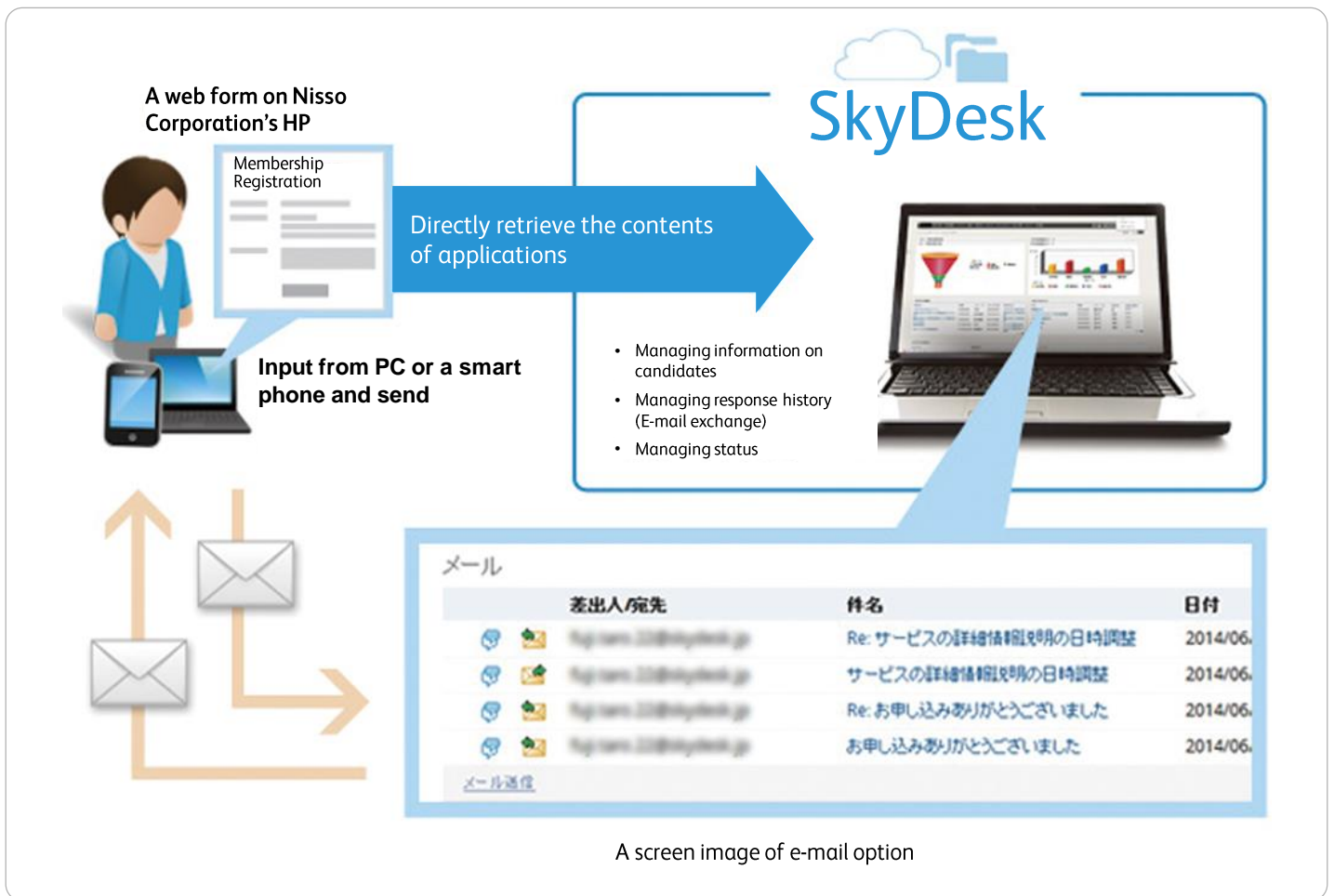
The most decisive factor was the web form function (An application form placed on website).

When we started looking for a system, we thought that the web form function required a different system from the one that manages information on candidates.

SkyDesk CRM, however, has a feature to export the data entered in an application form to the customer management system as its standard.

We also found out that this system meets other requirements, for example, the basic information of candidates and history of e-mail exchanges are managed together on the same screen. Affordable running cost too makes us see SkyDesk as a good choice for our implementation of a CRM system.

“The perfect system with a reasonable price,” that’s what we felt about SkyDesk CRM.



What are the points you appreciate about SkyDesk CRM?

SkyDesk CRM is highly customizable, such that we could build an operating environment at the start of new service through trial and error. We were also happy with the customer support we had received while implementing the system.

What would you want to do next?

We would like to further utilize the task function as a reminder to contact candidates and also the reporting function.

Using custom tabs, the function which allows us to create our own management items, we would also like to expand the range of our business measures.

Thank you.

Nisso Corporation

■ Nisso corporation's business

Established in 1971, Nisso Corporation has developed outsourcing services to general manufacturing operations, temporary staffing, and employment placement business. In addition to their 56 domestic office, they actively utilize the internet for their business.

They have been running a recruiting website for contract staff members for a long time and are providing recruiting information through the Internet.

This is the main reason they have successfully attracted a lot of candidates through the Internet. They provide recruiting information and also manage information on their staff on the web.

■ URL

<http://www.nisso.co.jp/>

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