

# C2 Software Case Study



## C2 seeks to find the best talent on the market whilst increasing their overall financial returns

C2 Software was formed in 1997 by an experienced team of business-orientated professionals. The company recognised the potential for growth in Internet-based technologies and using their experience in this field decided to harness this potential to offer eBusiness solutions to a varying audience.

The company was looking for a recruitment partner to help fill a number of highly technical positions ranging from Graduate Developers to Senior Management.

### Initial recruitment proves fruitless

After an initially unsuccessful recruitment campaign involving a PSL of 6 agencies C2 was forced to carry out a complete overhaul and appoint a sole supplier, in this case 9-20 recruitment.

9-20 were brought in to provide a completely different recruitment process and higher level of assessment due to C2's specific technology and geographic location.





## **C2 achieves the required level of assessment**

C2 were keen to commit to the highest level of 9-20 recruitment's service offerings, 'Assured Delivery'. This could provide the company with the desired level of delivery and depth of assessment, involving face to face interview of each candidate put forward as well as the compilation of full performance profiles for each vacancy, all of which would be completed through the companies 'Performance Based Selection' recruitment methodology.

## **C2 receives a 'real partnership approach'**

After the first two positions filled C2 were so happy with the PBS screening procedure that they requested the interview process be reduced to two stages with the initial assessment being carried out by 9-20 recruitment, saving valuable company time for C2's senior members of staff.

Since the beginning of the agreement 9-20 have continued to provide various forms of added value for C2 such as new business opportunities and full on-boarding induction packs.

## **C2 achieves their growth objectives and are no longer hesitant to punch above their weight**

C2's staff base of 8 employees has now grown by over 50% which includes a complete company management structure and a rigid research & development team. The company also has complete faith in their growth strategy allowing them to continue focusing on expand its products and services, with discussions of how the partnership between C2 and 9-20 recruitment will continue already underway.

Director at C2 Kirk Potter said, "9-20 worked very closely with us to produce a highly detailed candidate profile and employee benefits document. This process ensured that we could attract the highest quality candidates and ensure that they were a good fit for the role and our company. The quality of candidates presented to us has always been of a high standard and we have been successful in recruiting excellent members of staff as a result of this."



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