

The Modern Recruitment Agency

How automation, data, CRM discipline and AI combine to create a scalable recruitment operating model.

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Modern agencies replace fragmented effort with connected execution.

Traditional vs Modern Agency



Traditional: Activity-Led

Success depends heavily on individual memory, manual follow-up and personal spreadsheets.



Modern: Workflow-Led

Systems trigger consistent actions and make operational ownership visible.



Traditional: Historic Reporting

Management insight is compiled after the period and often lacks reliable data.



Modern: Live Insight

Leaders can see capacity, velocity, conversion and risk while action is still possible.

KEY TAKEAWAY: Modernisation does not remove recruiter autonomy; it gives individual expertise a stronger operational platform.

Automation creates consistency and protects recruiter capacity.

Automation



Routine Administration

Automate reminders, status changes, scheduling and repetitive record updates.



Candidate Communication

Trigger timely, relevant follow-up while preserving recruiter ownership of relationships.



Process Control

Ensure essential actions occur at the right stage and exceptions are surfaced quickly.

KEY TAKEAWAY: Automate predictable tasks and hand-offs first; retain human ownership where judgment, trust or persuasion determines the outcome.

Usable data is an agency asset only when it supports action.

Data



Accurate Capture

Standardise essential fields and automate capture where practical.



Accessible Knowledge

Make historic conversations, skills and market insight easy to retrieve.



Actionable Measures

Connect data to decisions about workload, pipeline, conversion and growth.

KEY TAKEAWAY: Data quality improves when the workflow makes correct capture easier than workarounds.

A modern CRM operates as the agency's system of action.

CRM



Single Operational View

Connect candidate, client, vacancy, communication and activity context.



Workflow Engine

Use stages, triggers and tasks to guide consistent delivery.



Rediscovery Platform

Continuously reactivate existing talent and client knowledge.



Management Control

Provide reliable dashboards and process compliance insight.

KEY TAKEAWAY: CRM value depends less on feature count than on workflow design, adoption and data discipline.

AI extends the agency's ability to interpret and act on information.

AI



Search & Match

Understand skills and context beyond exact keyword searches.



Summarise & Draft

Reduce time spent producing notes, profiles, outreach and updates.



Prioritise & Predict

Surface likely next actions, neglected pipelines and operational risk.



Assist, Not Decide

Keep recruiters accountable for assessment, fairness and final decisions.

KEY TAKEAWAY: AI should be governed as part of the operating model, with clear data, review and accountability rules.

Modern growth is the result of a repeatable operating system.

Growth

01

Focus

Return recruiter time to relationships, advisory and commercial activity.

CAPACITY

02

Accelerate

Reduce delays in sourcing, screening, scheduling and feedback.

VELOCITY

03

Convert

Improve relevance, follow-up and visibility across the pipeline.

PERFORMANCE

04

Learn

Use live operational insight to identify and correct constraints.

CONTROL

05

Scale

Expand proven workflows without linearly increasing overhead.

GROWTH

KEY TAKEAWAY: The modern agency scales expertise through better systems and workflows rather than replacing expertise with technology.

Assess how modern your recruitment operating model really is.

Ready to take the next step?

Review the workflows, CRM practices, data and technology currently supporting your team, then identify the practical changes required to improve capacity and delivery.

OPERATIONS

OPERATIONS

Review workflow maturity

SYSTEMS

SYSTEMS

Assess CRM and data

ROADMAP

ROADMAP

Prioritise modernisation

WHAT YOU'LL RECEIVE

Book Your Free Modern Agency Review

No sales pressure • Practical recommendations • Clear next steps

BOOK YOUR FREE CALL

KEY TAKEAWAY: The most useful first step is a focused review of the operational problem, its impact and the practical route to improvement.