



5 CRM Problems Costing Agencies Placements

Your database can be a growth asset or an expensive archive.

Candidate data is incomplete or outdated.

Poor profiles reduce search accuracy and hide qualified people already in the database.

Duplicate records fragment the history.

Recruiters lose context, repeat communication and make decisions from partial information.

Consultants use different processes.

Inconsistent stages and fields make hand-offs, reporting and management control unreliable.

Follow-up is not triggered.

Strong candidates and warm clients disappear when next actions depend on memory.

Reporting cannot be trusted.

Leaders cannot identify conversion problems or coach performance without reliable data.

CRM optimisation is a revenue project.

Improve the process, required data and workflow adoption before investing in more features.

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