

Knowledge Transfer Partnerships

Technology boosts graduate recruitment

Company name: Graduate Recruitment Bureau
Location: Brighton
Employees: 58
Project length: 2 years
University school: School of Computing, Engineering and Mathematics
Result: Fully functioning data capture system with advanced indexing and search functionality developed

The Challenge

Established by University of Brighton Business Studies graduates Chris Cater and Dan Hawes in 1997, the Graduate Recruitment Bureau (GRB) is the UK's leading, independent, graduate recruitment consultancy. Originally focusing solely on graduate recruitment, GRB had recognised that as their graduate database matured, they were well-placed to offer services for the recruitment of experienced graduates with in-demand specialist skills and become a recognised leader in the experienced hire market. Gathering data on experience post-graduation manually is extremely time-consuming and upon recognising that this was creating a bottleneck, and was acting as a barrier to growth, the company decided to partner with the University of Brighton to develop a technology solution.

The Solution

A graduate trained in web and database development was recruited to lead the project, supervised and supported by University of Brighton Computer Science academics Dr Stelios Kapetanakis and Professor Miltos Petridis. Although he was already an expert in web and database development and maintenance, in working with the academic team he developed finely tuned skills in web data extraction and analytics engines.

Working in partnership with GRB, the team developed an innovative profile engineering tool which enables GRB to capture the graduate skills data that their clients were eager to see. It's now possible for more information to be gathered and tracked than ever before, and the tool is expected to help speed company growth pushing GRB to the forefront of the graduate recruitment market.

The Benefits

The application developed in the KTP project, speeds up the process of experienced candidate identification making hiring processes more efficient, and will allow GRB to expand its experienced hire services into more industry sectors.

With the ability to quickly assess data on the career paths their candidates took after graduation, the company-graduate matching process becomes much more refined and the experienced hire offer can be multiplied across industries. As an additional direct benefit of the KTP, the company have updated their IT systems to ensure they're ready to respond to any potential future changes, helping them to maintain their competitive edge. This project also had a catalytic effect on research and investigation into new technologies which are being applied to University of Brighton teaching as well as MSc and PhD projects.



GRB founders Chris Cater & Dan Hawes

Find out what KTP can do for you

You can find out more about what a Knowledge Transfer Partnership with the University of Brighton can do for you at www.brighton.ac.uk/ktp, or you can email ktp@brighton.ac.uk or call **01273 642426** to speak to one of the team.

