

Established in 2003, Fuel Recruitment is a contract and permanent recruitment agency specialising in the IT and telecommunications sectors.

Recruitment is a tough business. The market is highly competitive – a fact that has not escaped the industry's customers who are quite prepared to leverage their 'market power' to put pressure on prices. Furthermore suppliers are having to battle against a reputation for indifferent service and are fighting to avoid being seen as nothing more than a commodity.

For a young, dynamic company entering this market determined to deliver real quality of service, the possession of a genuine competitive advantage is critical. The Fuel Recruitment competitive advantage is derived from two elements:

- Industry leading levels of service derived from a genuine understanding of the needs of the client.
- The ability to deliver this level of service at speeds that none of their rivals can match.

The first element results, of course, from sound business practice and a constant focus on the customer. The second is made possible by the central role of IT within the business. It is the tool that enables the business to respond faster and more effectively than its rivals and is a major contributor to overall operational efficiency.

The result? 300% growth over a 12 month period – a figure that indicates just what can be achieved by a dynamic business determined to establish a strong position within an established market.

The central role played by IT in the development of the business has major commercial and regulatory implications. Any form of systems failure has a serious, direct impact on the ability to generate revenue: client requests cannot be received and processed; candidates' CV's cannot be distributed; placements cannot take place and fees cannot be earned. For a company whose success is based on its quality of service, such failures clearly cannot be tolerated.

The ability to maintain the confidentiality and integrity of personal information is paramount and represents a key element of Fuel Recruitment's service to both clients and candidates. In addition to falling foul of data protection legislation, any breach would fundamentally undermine the high quality position occupied by the business.

A rock-solid IT infrastructure is critical to Fuel Recruitment's success.

But, in common with all dynamic high-growth businesses, it does not have the resources required to service such a critical element of its business. It requires a partner; a partner with an intrinsic understanding of the particular needs of high growth businesses; a partner who possesses highly developed technical skills with the business understanding to employ those skills to maximum effectiveness; and, above all, a partner who will not tolerate failure.

In searching for such a partner large businesses were quickly rejected. In the words of Mark Esom, Fuel Recruitment's Managing Director, "they don't provide the service; they don't provide the expertise; I don't think they are any good."

The incumbent supplier also proved unequal to the task. Although they were able to support Fuel Recruitment during the very early stages of its development they could not offer the speed of response or the service capability required by a rapidly growing business.

It was Zenzero who proved able to offer the required levels of service quality and technical expertise and the ability to develop the depth of business relationship Fuel Recruitment required from a local supplier.

Fuel Recruitment is delighted and enthused by the quality and reliability of the service they are receiving and the technical mastery of the Zenzero team – a team that understands the particular requirements of a dynamic, high-growth businesses whose success is critically dependent on their IT.