

# THE BOTTOM LINE - HOW RECRUITMENT BUSINESSES WIN AT PROFITABILITY



Recruitment is a highly competitive industry. If you don't spend time working on your agency's growth and profit strategies, you run the real risk of being left behind, especially as competition continues to intensify.

Profitability is the one of the main reasons any business exists—without an excess of revenue over expenses, a business cannot survive. An organisation's profit focuses on bottom-line income, and its profitability measures the return on investment. Recruitment businesses must continually monitor and adjust operations to remain profitable and stay ahead of their competitors.

## CURRENT PROFITABILITY LANDSCAPE

The last few years have presented many challenges to recruitment businesses' profitability and financial efficiency – from Brexit and Covid, to the war on talent, skills shortages, warzones and conflicts, to political uncertainty and change.

These factors have greatly impacted the sector, with some specific examples in the last few weeks alone. For instance, in July, Hays issued a warning that earnings are likely to be at the bottom end of predictions as a result of the pressure that recent political uncertainty has placed on the country's job markets. At the same time, it reported a 15% fall in comparative net fees in its fourth quarter to 30th June, worsening to an 18% decline during the last month.

It was similar news from PageGroup, which issued a profit warning on 9th July, subsequent to reporting a 12% decrease in gross profits in the three months to the end of June.

## DRIVING PROFITABILITY

A robust financial foundation is fundamental. Top of the key factors driving profitability are reducing costs, and increasing turnover, productivity, and efficiency.

Relationships with clients, candidates and any part-time workforce are essential, and play a vital role in the success, sustainability and profitability of every recruitment business.

But reviewing and refreshing systems, the rec-tech suite, and portfolio of specialist outsourced suppliers and service providers, can deliver an edge over the competition, as well as a boost to profitability.



HIVE360 Support Services (HSS) delivers on all of these. Our integrated pay, benefits and engagement solution is nothing short of transformational for recruitment businesses. Our approach is different to any other service provider to the recruitment market, and as Employment Services Integrators, we have broken the mould with our approach and solutions that empower how recruitment businesses manage their current candidate experience.

Our integration capability takes a 360-degree approach to employment services and support, and combines pensions auto-enrolment, payroll, welfare and benefits, employment solutions and support, recognition, reward and feedback, and HR/employment issues support.

Clients report working with HSS delivers clear improvements in bottom line profit and loss returns.

This equals maximising the chances of profitability.

And if your recruitment business's profitability is currently challenged or under threat, working with HSS will help you to tackle this head-on, to record a healthy profit, and stay abreast of and compliant with legislative risks, pensions administration, worker/employee engagement, and the impact of the cost of living crises.

## HOW DO WE DO IT?



HSS is an integrated pay, benefits and employer solutions provider like no other. Our team of experts and network of approved partners, work with recruitment businesses to create significant efficiency gains and cost savings. We help to streamline payroll, pension administration and benefits, and deliver overhead reductions, that together add value and profits potential to their business.

Employment Services Integrators, HSS has an unrivalled solution that delivers integrated pay, benefits and engagement solutions that are transforming recruitment businesses.

We help recruitment businesses to manage their candidate experience with our 360-degree integration. We always take a highly consultative approach, meaning we structure our supply to ensure best practice at all times. Clients work with our customer success and marketing teams to maximise their engagement results and brand profile.

In addition, HSS integrates its vetted expert partners to support recruiters' employment needs, and deliver their entire workforce with our Engage App for a better employment experience, that's achieving over 90% average engagement every month.

To find out what successes our agency clients are achieving and more about HSS, Engage, and how we're breaking the mould to empower recruitment businesses to grow faster, contact us [here](#), or call us at 0121 661 4851.

*HIVE360 Support Services and its partner providers are not mini umbrella companies, hybrid or any other contrived employment structure. All HIVE360 Support Services payrolls are processed under HMRC payroll standards; the company operates full standard rate VAT and has no connection with any business or individual promoting flat rate VAT schemes.*