



MacDonald Search Group revolutionises reference checking with Referoo

MacDonald Search Group, a leading executive search and recruitment firm in Canada, has earned a reputation for delivering exceptional talent solutions across the country. Founded by Bruce MacDonald, the firm operates nationwide with a team of 21 across seven offices.

The Challenge

Prior to adopting Referoo, MacDonald Search Group faced significant challenges with manual reference checking. The process was labour-intensive, requiring up to an hour per reference check when accounting for both the phone call and the time needed to transcribe handwritten notes. The manual approach was not only time-consuming but also prone to delays due to scheduling conflicts and playing phone tag with referees. This inefficiency slowed down their hiring process, impacting their ability to swiftly fill positions and maintain a high level of service for their clients. Bruce shares:



Time is never your friend in the search business. If you take too much time, too many things can go wrong. Reference checking was one of those areas where it was a constant challenge.

The Solution

The introduction of Referoo, facilitated through their integration with JobAdder, marked a turning point for MacDonald Search Group. Referoo's digital platform streamlined the reference-checking process, transforming it from a cumbersome manual task into a swift, automated procedure.

Bruce notes, "Candidates can give us approval to do the references all in one fell swoop. It's lightning speed that we're now operating on with referencing. It allowed us to automate the reference-checking process, and the integration with JobAdder made it seamless. We were among the first adopters in North America, and it's been an invaluable addition to our tech stack."

With Referoo, candidates can provide referee details and complete the reference process quickly. The platform also offers high flexibility,



with referees able to complete their responses outside of regular business hours. This flexibility has been instrumental in achieving a 91.22% response rate, with 46.6% of references completed outside of traditional working hours.

The Outcome

The impact of Referoo on MacDonald Search Group's operations has been profound. The firm has saved an impressive 373 hours, significantly accelerating their reference-checking process and providing a consistent level of service and process across the nationwide business. Previously, a single reference check could take up to an hour; now, it is completed in a fraction of that time, thanks to Referoo's automated system. Bruce highlights the efficiency gained:



With Referoo, once we're at the reference stage, it's like a celebration. The process is so streamlined that it's no longer a dreaded task but a quick step toward making an offer.

The platform's fraud detection capabilities have also proved beneficial. While it flagged some references as potentially fraudulent, it provided an opportunity to further validate the information, ensuring the integrity of their hiring process.

Managing Director Trevor Baker adds, "Referoo's fraud detection feature is an excellent service. It raises important questions when there are inconsistencies, which helps us maintain the validity of our references. Even when the system flagged legitimate references, it prompted us to ask the right questions."

MacDonald Search Group's adoption of Referoo has transformed their reference-checking process, resulting in substantial time savings and improved efficiency. The seamless integration with JobAdder and the ability to handle references outside of business hours have been key advantages. The firm now enjoys a faster, more reliable reference-checking process that supports their commitment to delivering exceptional recruitment services and reinforces its position as a leader in recruitment across Canada.

Visit www.referoo.com to get started today.

