

Insight AI

CLIENT STORY

Empowering Global Recruitment: Robert Walters Transforms Operations with Zenith CRM

Recruitment

Story Snapshot

Robert Walters PLC, a leading international specialist recruitment consultancy, sought to modernise its operations and drive business growth by replacing its legacy CRM with a bespoke solution. Partnering with Insight AI, Robert Walters launched Zenith, an advanced internal CRM tailored to the unique demands of the recruitment industry. The new platform has streamlined processes, improved user experience, and delivered substantial cost and time savings, with 11 out of 11 regions already onboarded.

The Challenge

Robert Walters faced significant challenges with its outdated legacy CRM, including inefficient candidate and client management, high operational costs, poor user experience, and limited flexibility to support business growth. The legacy system hindered innovation and failed to provide data-driven insights, reducing competitiveness in the fast-paced recruitment industry. Additionally, the previous outsourcing model was costly, in the context of remote working. Robert Walters needed a scalable, cost-effective solution that could optimise processes, enhance user experience, and facilitate expansion into new markets.





The Solution

Insight AI seamlessly took over the ongoing CRM project, reworking the system architecture to ensure scalability, flexibility, and high performance. Employing the Nexus Scaled Agile methodology, Insight AI assembled cross-functional teams of business analysts, product managers, UI/UX designers, and delivery leads to manage requirements and planning. The solution is hosted on AWS and built using a microservices architecture, with advanced data management techniques such as CQRS, data replication, ETLs, and real-time processing. Zenith was custom-built to replicate and enhance legacy features, offering a modern, intuitive user interface and supporting continuous innovation. The rollout was managed regionally, with robust documentation and training materials provided to support user onboarding.

Results

Robert Walters achieved more than 50% annual cost savings compared to the previous vendor, and velocity increased by 75% over the last 12 months. The migration to Zenith has optimised recruitment and internal processes, improved user satisfaction, and enabled streamlined expansion into new regions. Data migration has consistently achieved 95-100% accuracy, and 11 out of 11 regions are already operating on the new CRM. The modern architecture and user-centric design have enhanced employee retention and service delivery.

50%

Annual cost savings compared to previous vendor

75%

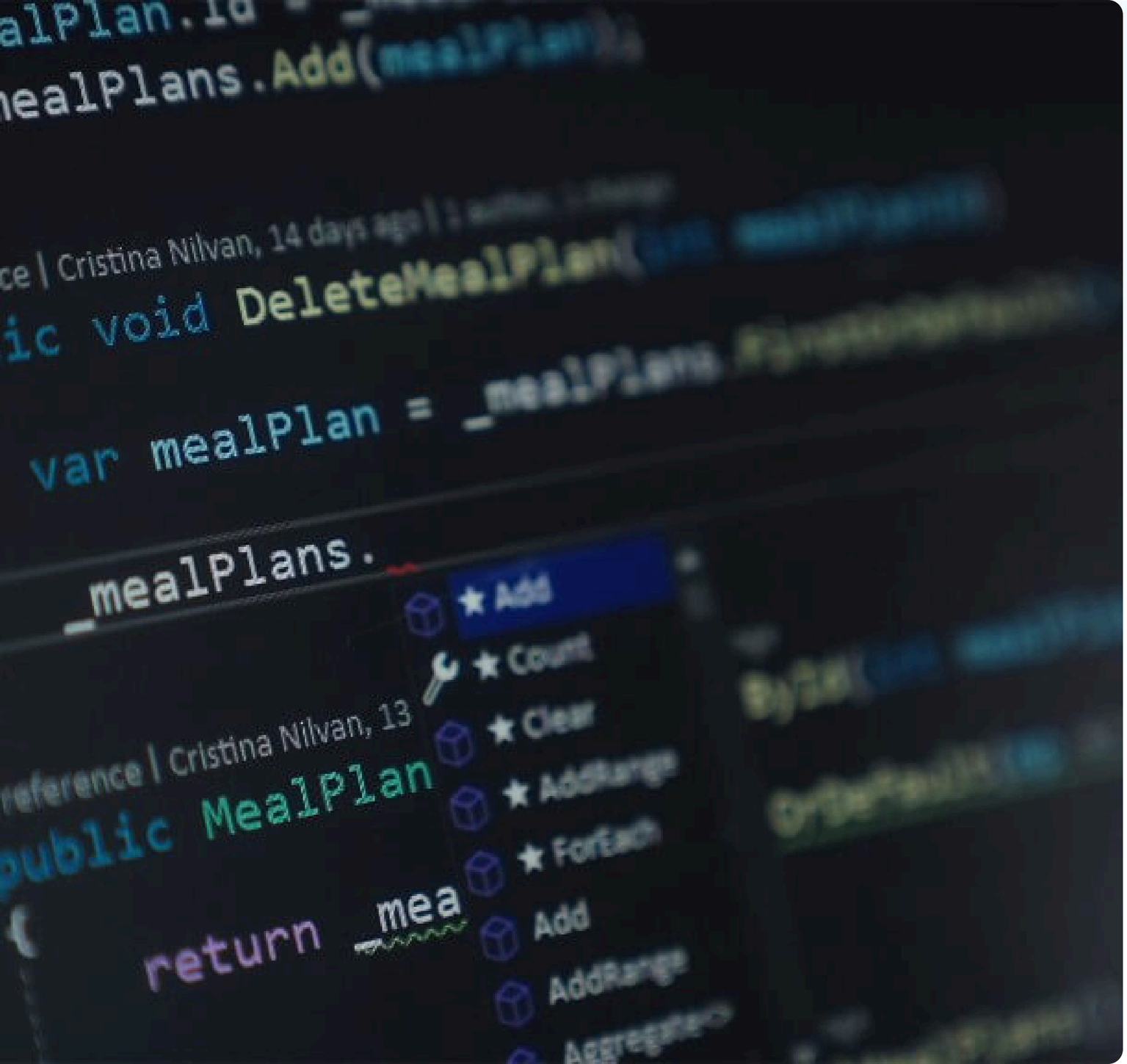
Increase in delivery velocity over the last 12 months

95%

Minimum data accuracy achieved during migration

11 out of 11

Regions already operating on Zenith



Technical Highlights

Insight AI adopted the Nexus Scaled Agile methodology, enabling multiple teams to work in parallel and manage dependencies efficiently. Key milestones included requirements gathering through interviews and workshops, architectural refactoring, feature replication, and regional rollout. The solution leverages AWS cloud infrastructure, microservices architecture, and CQRS for optimal scalability and performance. Data migration and delivery were executed with minimal downtime, and comprehensive documentation supported high-quality training and onboarding.



Why Insight AI?

We were chosen by Robert Walters for our technical expertise, industry knowledge, and ability to deliver a cost-effective, culturally aligned nearshore solution. Our collaborative approach, scalable teams, and rapid access to best-in-class expertise enabled us to efficiently address the client's evolving needs. Our experience in the recruitment industry and commitment to innovation ensured that Zenith was tailored to Robert Walters' unique requirements, supporting their growth and market leadership.

Insight AI

Thank you for reading

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