

Robson Taylor uses Innovantage to find and track sales vacancies

Innovantage signs Robson Taylor as a client. Robson Taylor plan to use Innovantage's Insight service for lead generation and company profiling and to improve their productivity.

May 2, 2006 (FPRC) -- Bath, Somerset, (May 2nd 2006) – Robson Taylor signs up with Innovantage to track and monitor sales vacancies.

Innovantage, a leading UK provider of online recruitment intelligence, added the much respected Robson Taylor to its increasing client list.

Powering Innovantage is a platform that can find, classify, structure and extract jobs published on corporate websites. This delivers a database of 115,000 vacancies UK wide – a number that is expected to increase significantly over the next few years.

Robson Taylor will use the product for lead generation and company profiling, helping them to better understand the recruitment challenges faced by their clients.

Kevin Buller, Managing Director at Robson Taylor said “Innovantage will help to optimise lead generation, allowing our consultants to spend more time sourcing candidates as well as better understanding the unique challenges faced by our clients when sourcing the top talent.

Employment agencies, executive search firms and job can use the web based solution for finding, tracking and monitoring vacancies published on corporate websites. It provides the up to date recruitment intelligence on over 360,000 organisations in the UK.

Matthew Dewstowe, Chief Technology Officer, said “The addition of Robson Taylor to our client list is an important addition for us. We look forward to working with them over the next few months to explore how we can integrate content from other sources. In doing so positioning our self as the UK’s leader in online recruitment intelligence.”

Richard Hill, Commercial Director, said “The availability of the information that we can provide is a real leap forward for anyone in the recruitment industry. For the first time they will be able to get a real handle on what is really going on in the online market rather than having to guess. We believe as we continue to develop the product and start to aggregate jobs from an increasing number of job board we are confident there is also a need by corporates for competitive intelligence.”

Registrations for a web demonstration and free trial are being taken at www.innovantage.co.uk/freetrial.

About Innovantage

Fairway Consultants Ltd (trading as Innovantage) was incorporated in 2003 to harness emerging technologies in semantic search to deliver tangible business intelligence across multiple verticals.

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Keywords

[UK vacancies](#)

[online recruitment intelligence](#)

[tangible business intelligence](#)

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