

Where we started

Merco is a medical staffing specialist based in London but covering the UK. As a result of COVID-19, there has never been such a demand for high quality medical staff in the UK. Therefore, Merco was keen to develop an online app that supported both their clinical clients, and their specialist candidates' needs.

Merco also wanted to integrate their client and candidate data through automation to ensure their sales team were able to operate more effectively.

Objectives

To create an online app for medical candidates optimised to include:

- A bespoke sign-up flow for medical specialists enabling Merco to capture key data from candidates.
- API integration to relay the data to Merco's CRM system as a way of automating the candidate registration/update process.
- High levels of data security and a strict adherence to GDPR due to the personal data involved.
- Interactive online tools for Merco's candidates allowing comparison of their pay versus NHS bandings; insight into where Merco has placed candidates around the UK, and new roles.
- In-built role application and job enquiry functionality and prompts for candidates to connect with Merco's sales team.

An online app for Merco's clinical clients to include:

- A private tool showcasing Merco's past and current placements around the UK, with the functionality to break down placement criteria, the financial advantages of using Merco, and a tool to accurately showcase Merco's pay data, helping their clients understand this very active, fast-moving market.
- A micro client management system enabling clients to directly discuss a role; raise a vacancy; and request a call back, with Merco's sales team.

The Pay Index's Solution

In collaboration with Merco's senior management team, the scope of works was mapped out, and timings agreed. The Pay Index proposed building a secure, branded microsite for both Merco's clients and candidates, with separate channels and bespoke online interactive tools for each audience.

The Pay Index suggested fully integrating Merco's microsite with its CRM via a secure data transfer link, allowing for the automatic update of candidate information for clients and Merco's sales team. Ensuring we hit a key objective of increasing the capacity of Merco's team.

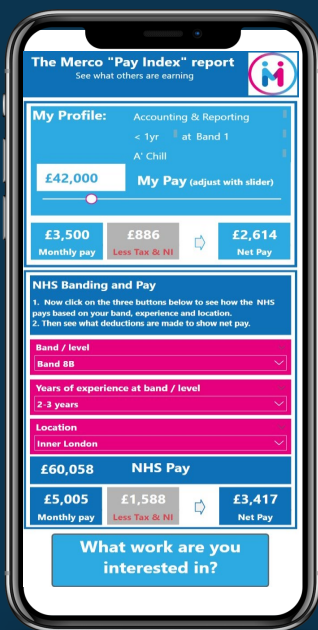
Get in touch: sales@thepayindex.com

Visit: www.thepayindex.com/contact-us

Delivery

As a result of COVID-19 this was an entirely remote build and implementation project for The Pay Index. The process involved regular progress meetings with Merco's team, and key internal stakeholders at The Pay Index, to keep them updated with the build and implementation.

Over the course of several months in 2021, The Pay Index developed a fully integrated system tailored for all of Merco's specific requirements and entered a rigorous phase of testing and security control. Upon launch Merco's tool is one of the most sophisticated in the medical staffing industry and will enable them to grow and adapt in a fast-moving and unpredictable market.



What they said...

"It was an interesting build project for The Pay Index having leveraged off previous successful implementations. Merco is a company that wants to improve its candidate and client experience, and what we have built for them will be of tremendous value to both their candidates, and to their clients. It was also great to support the healthcare sector during, and in the aftermath of, this pandemic." James Rust, CEO of The Pay Index

"The whole team at Merco is very excited at the opportunities that will arise following our project with The Pay Index. We are confident that our new services, via The Pay Index, will be very well received by both our candidates and our clients. We have really enjoyed working with the team at The Pay Index. They are good to work with, they have gained a detailed understanding of our business and requirements, and they have developed a solution that serves our business well. This project outcome will add to our ongoing efforts to support the healthcare sector." Richard Champion, CEO of Merco