

# Morson Group Achieves Competitive Advantage with Global Rollout of Intuitive Dashboards

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Manchester-based Intuitive Business Intelligence, today announces that Morson Group, the UK's leading specialist technical recruitment company, has deployed Intuitive Dashboards to deliver instant, real-time performance insight to their clients. Morson will also use the advanced dashboard solution to drive greater efficiencies and improved performance across its own business, by delivering real-time, graphical access to internal KPIs published throughout their global network of offices.

Intuitive Dashboards enables Morson to provide clients with fast, reliable access to real-time information, with each client granted a unique, secure login to their own bespoke, interactive dashboard, presenting accurate performance information about their Service Level Agreements (SLAs). The deployment of Intuitive Dashboards is part of a company-wide strategy to strengthen the organisation's market position through a unified brand, improved stakeholder communications and significantly enhanced client service.

Intuitive Dashboards integrates fully with Morson's existing back office systems, including Talisman from Beacon, which incorporates credit control, CRM, payroll and invoicing systems, Vencuro, Morson's Managed Services and Recruitment Process Outsourcing (RPO) solutions and numerous spreadsheets within Microsoft Excel. Intuitive Dashboards delivers proactive alerts to quickly identify potential shortfalls in performance, as well as highlighting trends and opportunities, enabling clients to drill-down to the underlying data source with just a few quick mouse-clicks.

Stinus Andersen, Business Systems and Compliance Manager at Morson Group, comments, "We operate in a highly competitive market, so we are always seeking innovative ways to enhance client services. Using spreadsheets and other separate data sources hindered us from providing the transparency and integrity of information that our clients demand. With Intuitive Dashboards, we have improved the quality, accuracy and speed of delivery of client information instantly; and because Intuitive Dashboards is very simple to use and can be accessed via a standard Web browser, clients can gain real-time, instant access to the information that is most important to them, irrespective of their location."

Andersen continues, "Our adoption of Intuitive Dashboards is the culmination of a long-term aim to deliver accurate client information in the fastest and most user-friendly manner. We looked at three dashboard solutions in detail; ultimately, the instant accessibility to live performance data, ease of use and responsive service by the Intuitive team proved the critical factors in our decision to select Intuitive Dashboards. Our use of Intuitive Dashboards will transform our relationship with current and future clients, as well as helping us to achieve an accurate, consistent picture of our own business performance. We regard Intuitive Dashboards as a critical business enabler in helping us maintain our position as the leading international technical recruitment specialist."

Ed Smith, Technical Director at Intuitive Business Intelligence, comments, "Morson Group has an outstanding reputation for client service excellence in technical recruitment, as well as for their use of innovative technologies that help them maintain their market-leading position. We're delighted they have selected Intuitive Dashboards to add value to their client relationships, and enable them to quickly

and easily improve their operational efficiencies. Ultimately, Intuitive Dashboards will help Morson to make faster, more accurate management decisions to benefit their clients and stay one step ahead of the competition.”

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Notes to Editor

#### About Intuitive Business Intelligence

Intuitive Business Intelligence Limited ([www.intuitivebusinessintelligence.com](http://www.intuitivebusinessintelligence.com)) is a leading technology innovator and the author of Intuitive Dashboards, the next generation of advanced Business Intelligence (BI) and data visualisation software. Their award-winning product, Intuitive Dashboards, enables organisations to make faster and more accurate decisions, bringing together critical information from multiple sources and presenting it in an easy-to-understand, interactive dashboard format. Web-based, so can it be used on-site or in the Cloud, Intuitive Dashboards is easy-to-use, highly visual and quick to implement, swiftly delivering rapid return on investment. Intuitive Business Intelligence is headquartered in Manchester, United Kingdom with offices throughout the UK, as well as the US.

#### About Morson Group PLC – Delivering Skills/Applying Expertise

Morson Group PLC (Morson) was established in 1969 and has demonstrated 43 years of continued growth and service excellence. Morson operates through two main subsidiaries; Morson International, providing specialist engineering and technical personnel and Morson Projects Limited, which provides outsourced engineering and project management design services. As a leading provider of technical resource, Morson has the experience and capability to deliver qualified and experienced personnel to all sectors. Morson is a service-led business, understanding the requirements of its client organisations and tailoring its service offering to provide a fully aligned, customer-centred solution. Morson works with integrity at all times and has a commitment to excellence:

- Leading recruiter within the Technical and Engineering sectors
- 2011 Turnover: £507 million
- 40 UK offices and 8 international branches
- Approximately 400,000 computerised candidate records
- 43 years' experience in labour supply management
- ISO 9001:2008 Quality Accredited
- Full capability in both Temporary and Permanent placements

Morson's extensive experience within engineering and technical sectors incorporates supply on both a regional, national and international basis.

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