

## Eric Salmon - a new look a new system

Eric Salmon are one of the worlds most premier applicant placement agencies and needed both a fresh online look and a powerful admin system.

The issues facing Eric Salmon

A very well respected name in the industry, Eric Salmon have a number of offices around the world busy placing senior executives in some of the worlds largest corporations.

Eric Salmon approached Pixelcraft in need of a fresh online identity and a much needed solution to the management of hopeful applicant CV's.

What we did

Working with Eric Salmon we revisited their core values and set about creating a fresh new online look which could easily be translated around the world.

We analysed their current processes for managing the enormous amount of CV's received on a daily basis and presented our findings to the senior management at Eric Salmon.

The Results

The end result was that Eric Salmon have now incorporated the new identity which has subsequently lead to a photo-shoot in Paris and other significant pieces of work. We were also able to streamline their back office system which has lead to much improved, efficient, reliable processes.