

Protecting Key Employees from Competitive Poaching

CASE STUDY

> Overview:

An two-hundred person, Arizona-based IT firm wanted to safe guard it's key technical staff from the competition. As the price of recruiting and maintaining top tech employees can costs hundreds of thousands of dollars annually finding an efficient yet cost effective solution was imperative.

> Business Need:

The company needed to see if their key tech people were being lured away by competitors. In addition they wanted to make sure that management was also content in their work environment as loss of these people would cost both time and money.

> Solution:

WebWatcher was able to efficiently track communication with headhunters and recruiters by monitoring any resumes sent through web based email accounts or pulled up from a file and later printed by using the Alert Word feature to capture screen shots triggered by the precise words chosen. In addition if a resume was updated or retyped the keystroke logger would capture every word typed. They could even see who had been on job posting websites looking to move to a competitors camp.

> Benefits:

Once WebWatcher was running the company was able to find out precisely which competitors were looking to poach their key employees. In addition they were able to prevent one of their top IT people from looking elsewhere by simply improving his cramped quarters.

