

## Franchise Expansion Fuelled by FCP's **Evolve**

AMR the UK-wide property recruitment specialist has implemented **Evolve** from Managed Service Provider FCP to run all of its workflow online.

The 15-office operation ran a 4-way pitch process before settling on **Evolve**, a modern internet-based recruitment system. AMR Managing Director, Alan Mead says it was a combination of the people and the product that won the day.

"FCP are a young company with great professionalism. **Evolve** is a flexible solution that has been developed with a substantial knowledge of our industry. Being internet-based it gives us total flexibility for expansion. A new office can be up and running in a day. A new person in minutes."

Another important aspect for Mead was financial security. "Our previous bespoke system provider went bust leaving the business unsupported, so we were cautious. Financial checks on FCP gave us real confidence. They are well-backed and have an excellent track-record with significant clients."

But it's the functionality that really interests Mead. "**Evolve** allows us to keep a contact trail in one place. We handle SMS in and out

of the system. We e-mail and e-fax out of the system and **Evolve** has already been integrated into our website so that candidate and vacancy data is always real-time - 100% up-to-date."

"**Evolve** allows me to keep an eye on the operation as a whole. We are also getting FCP to add a function that displays one office's results on the desktop of another for motivation."

Finally, it is the fact that FCP is a Managed Service Provider, hosting, maintaining and serving **Evolve** to its client that may provide the biggest pay-off for AMR.

"With our bespoke system, we had to handle all the technical issues through head office and it could be quite time-consuming," Alan Mead says. "With **Evolve**, FCP has a stable system; they proactively

maintain the systems and database, which has taken a huge responsibility and hidden cost out of our operation."



Christine Fuller, Operations Director at FCP, says that AMR is one of a growing number of franchise operations switching to **Evolve**. "If you need the flexibility to expand quickly, **Evolve** is ideal. It's cost-effective from start-up to 300+ seats, it cuts the technology overhead, improves efficiency and security, provides total business visibility in real-time and its proven both nationally and internationally."

And how does Alan Mead see AMR's prospects for 2005? "We are inextricably linked to the property market and that is weak at the moment, but I can still see potential expansion into new geographical areas as a very real possibility; we have an eye on taking the model to both Europe and to North America. Again **Evolve** will support that move, so it's just a matter of deciding when the time is right."

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#### **ABOUT FCP**

FCP is a Managed Service Provider (MSP) dedicated to the recruitment industry.

The company provides proven outsourced workflow and database management with integrated communications through **Evolve**, its front-office recruitment solution, securely served from multiple dedicated datacentre locations to recruitment companies both in the UK and throughout Europe.

[www.evolvedb.co.uk](http://www.evolvedb.co.uk)

#### **ABOUT AMR**

AMR provides property, estate agency and related financial services with recruitment and training solutions. Founded with a single outlet in 1995, AMR now has 15 offices throughout the UK, operating on a franchise model.

[www.amrgroup.co.uk](http://www.amrgroup.co.uk)

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