



How Encore Max Solves Key Industry Problems

New report details how Cluen solves the “infamous”
Executive Search database problems
Updated March 13, 2025

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Cluen's solutions to the top Executive Search database problems

- Wasting time on manual data entry?
- Using the latest AI safely and effectively?
- Data scattered across LinkedIn and other platforms?
- Beautiful status reporting ready in seconds?
- Business Development easily tracked to optimize growth?
- Finding historical data and “connecting the dots” across your contacts?
- And much more from our decades of proven results...



Cluen has solutions to meet the needs of any size search firm.

With a continuous rollout of new technologies since 1990, Cluen's experts have helped thousands of executive search professionals save precious time and leverage proprietary knowledge to build relationships and win new business.

The biggest factor in a search firm system's success is achieving the **simplest process for all users**—without being simplistic like many new technologies that are as deep as a puddle and will have you switching again in a year or two.

Cluen's super-simple adoption, combined with enormous flexibility and deep functionality for power users, makes it the only choice for a long-term plan. (Ask your Cluen rep about our track record with 20+ year projects and why firms are switching to Cluen from other too-simplistic and too-cumbersome systems.)

The world's best executive search firms are able to produce more results in less time by adapting the latest AI and other technology tools to their unique processes and contacts.

If there is any process across your team where someone thinks “there's got to be a better way,” then there probably is—and Cluen has seen it! With proper configuration to your exact processes, Cluen's Encore Max system minimizes time wasted and **automates data entry, client reporting, email outreach and more** so you can effectively win and complete more searches.

The technology behind Encore Max is developed to help organizations **nurture important relationships, track historical data, and win new business**. With GDPR compliance, 24/7 monitoring/response, extensive tech support and informative webinars, you can ensure that your team's success is supported.

This report illustrates some of the most common issues that Cluen's proven technology and implementation addresses. [Contact us directly](#) to see how this would work for your firm.

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Wasting time on manual data entry?

Manual data entry is the biggest productivity bottlenecks for many executive search professionals. Cluen's Encore Max automates the most tedious tasks and reduces administrative burden significantly, freeing your team to focus on what matters:

What pieces of data are important to keep in your unique system?

Why are they valuable and worth investing in?

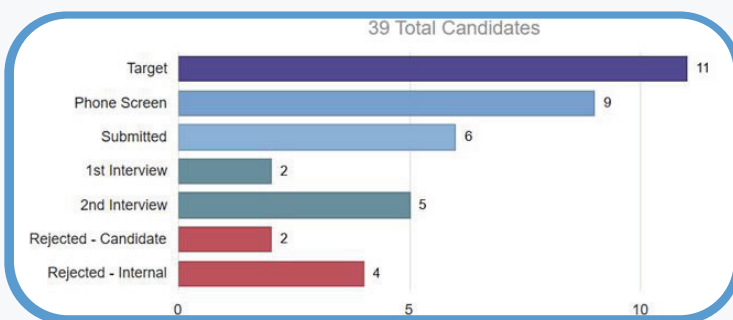
How exactly will you get payback from that investment?

and lastly, if not 100% automatic,

Who on the team does which parts of the work?

Automation

The Encore Max solution built by Cluen and our selected partners includes countless automations and AI-driven tools that seamlessly extract and organize candidate information from resumes/CVs, LinkedIn, and more, saving hours of manual work.



Connect Your Desk

By connecting to your other systems, we can gather and link to key data in **Outlook/Gmail, LinkedIn, Word/Excel/PowerPoint**, etc. We know what other systems you are probably using, and have proven connections and best practices to eliminate manual efforts and double entry.

AI Voice Notes

Speak your notes directly into the database. Encore Max's AI speech-to-text functionality is designed and tested to get your thoughts and notes down quickly and with accuracy. Use it to speed through tasks like editing an activity or even in Instant Status.



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Using the latest AI safely and effectively?

The latest AI does make a difference. Firms that don't leverage it to their advantage will be less and less efficient compared to their peers. But how do you know what works? And what is safe? Harnessing generative AI while ensuring data security and privacy is made easy in Encore Max.

AI Summary

Built-in generative AI creates concise summaries from a contact's record, syncing all profile data into a clear and actionable format. Encore Max generates client status reports with ease, as the AI Summary **organizes candidates' key credentials into a polished table**—ready for your review and presentation. Save time while maintaining precision, ensuring you deliver customized, insightful, and professional results.



Safe

Most AI tools that are already installed at your desk at a free or low cost aren't designed for the privacy needs of search professionals and pose risks when summarizing candidates' profiles or private communications. That's why Cluen takes a proactive approach to AI safety, ensuring that every AI-driven innovation we implement meets the highest standards of security, compliance, and ethical responsibility.

With our secure implementation of OpenAI's GPT module through a private API, your data is never stored or used for future AI training. Unlike public AI tools, Encore Max keeps your information **private, fully protected, and compliant** with legislation like the EU AI Act. Cluen remains committed to upholding these standards across all AI-driven solutions, prioritizing privacy and compliance at every step.

Pioneering

Cluen began incorporating AI into Encore in 2018 to automate data collection. We were early adopters of integration with OpenAI's GPT model shortly after its release in late 2022. Encore Max continues to incorporate more AI with every update, helping you augment your processes and stay ahead in a competitive market.



Competitive Advantage

Cluen is pushing the latest "experimental" features for those looking to leverage the power of generative AI before there are established best practices—you and other Cluen customers will be the ones paving the way and establishing those best practices while staying ahead of your competition.

Future Proof

Encore is built to evolve with your firm, ensuring continuous access to cutting-edge tools through Cluen's strategic partnerships or your own private integrations. Its flexible, open-architecture seamlessly integrates with the latest technologies—whether it's AI-powered resume parsing, automated outreach via **email, SMS, and InMail, or effortless calendar coordination**. As the executive search landscape shifts, Encore adapts, keeping you competitive without the need for constant system overhauls.

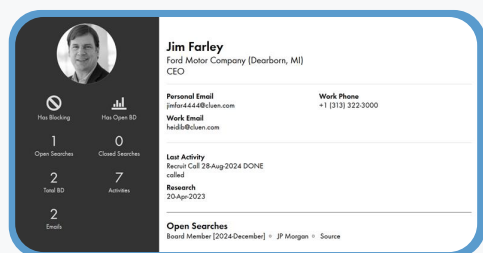
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Data scattered across LinkedIn and other platforms?

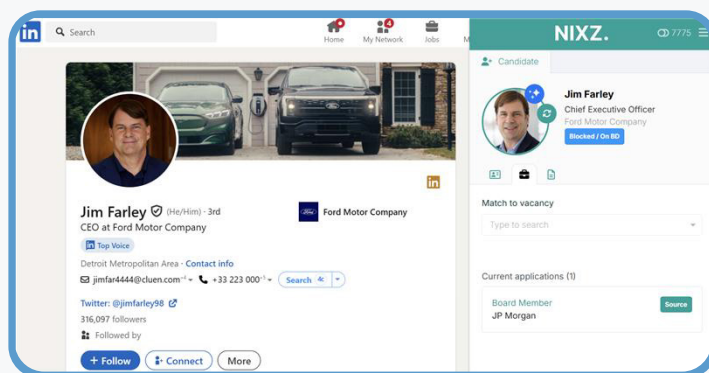
Data Connection

For over 30 years, Cluen has continuously evolved Encore Max to align with the latest technological advancements needed in the industry. With new tools emerging faster than ever, seamless integration is key. That's why Cluen developed the **Data Connector**, a bespoke API, enabling clients to integrate their preferred tools via direct data access. Optionally utilize direct data connection to build your own custom reports with any business intelligence or report-writing tools. With Cluen's Data Connector toolkit your reports and dashboards are limited only by your imagination.



Integration Partners

Cluen is integrated with the best tools for executive search. Attuned to the ever-evolving needs of the executive search industry, Encore Max's software is designed to empower your team, and drive a process to completion with minimal steps.



Training & Implementation

Cluen's experience with change management is designed to maximize user participation. With over three decades of expertise in executive search technology, Cluen understands the complexities of implementing new systems within established workflows.

Our approach integrates best practices to ensure seamless transitions, focusing on user adoption and engagement. We provide **personalized training, comprehensive support, and continuous feedback loops** to ensure users feel confident and empowered. By fostering collaboration and encouraging active participation, we help clients fully leverage Encore's technology, optimizing processes and driving lasting results.

Add & Update Encore Data from LinkedIn

If you're ever dreamed of working directly from LinkedIn and reducing the number of tabs open, adding new records and managing your candidate pipelines and much more, welcome to **NIXZ's LinkedIn Plug-in for Encore Max**. Work smarter and effortlessly capture and update key LinkedIn data without switching screens. This streamlined workflow helps you maintain an up-to-date database while working where you already source talent. Even team members who rarely log into the database can see database activity right on LinkedIn profiles, ensuring coordination and a more productive workflow for everyone.

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Beautiful status reporting ready in seconds?

Most search firms come to Cluen with an existing method for status reporting that has at least four major problems:

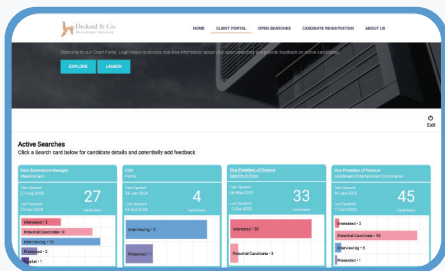
- Requiring too much manual effort to create presentation-ready reports
- Lacking confidence in delivering the best client experience
- Duplicating database information in other tools (Word, Excel or PPT)
- Creating an admin bottleneck or sense of dread around the process

Visualize Your Candidate Pipeline

See and manage your candidate progress visually with charts and card-views that can organize your team's next steps. This data visualization is invaluable toward supporting your progress updates.

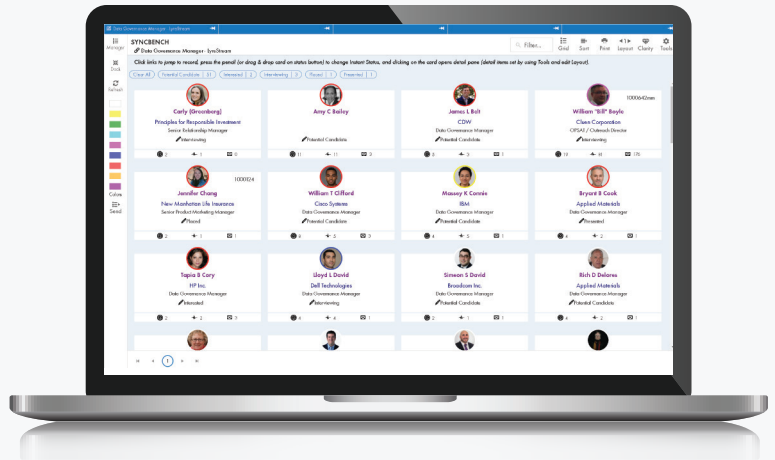
Your Templates Built In

Pre-set templates let you create branded, customized client status reports in one click, pulling all needed data from the system, including client-facing notes.



Simple Exports for Other Templates

Drop the same grid of candidates to Excel, Power BI, and more in a few seconds to feed any other type of template you might already use.



Automated Web Reporting (Portal)

“Zero” clicks. Since your clients are probably reading your reports on a screen anyway, why not give them a secure way to see (only what you want to share, only on selected Searches) on their laptops/tablets/smartphones?

No more concerns about needing to send out revisions or fitting data to a certain Letter/A4 paper size, or including other documents, charts, or web links. Include client feedback scorecards to engage search committees on their own timelines.

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Business Development easily tracked to optimize growth?

Over 30% of firms are not tracking business development efforts in their executive search database. With Encore Max, you can organize, nurture, and close new business opportunities more effectively – so no potential deal slips through the cracks.

Does your team have a plan to create more new business opportunities from your existing network of contacts? How do you track and measure new opportunities once they emerge? How can you make a plan so easy it's actually workable? Do you leverage the latest AI tools to win new business?

Organize Your Opportunities

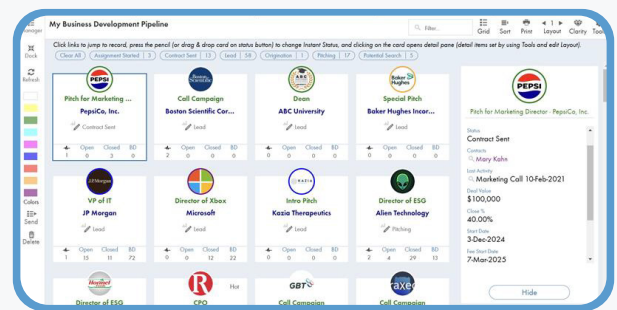
You cannot manage what you cannot measure. But most systems are so cumbersome that they never get used. Cluen's secret is basing the **BD system** on the absolute minimum needed for the unique elements of executive search and leadership consulting. Whether you are a rainmaking team of one, or one hundred, you cannot afford to let a potential new project slip through the cracks.

Relationship Nurture

Building and nurturing relationships takes insights from all the information gleaned throughout the process of executing searches. New opportunities lurk in those relationships. Having that data for reference at your fingertips is critical in finding and winning new deals. Lacking this tool and process could result in missed opportunities.

External Search Capabilities Powered by AI

Expand your network beyond your existing database with ease. AI-powered search minimizes clicks, helping you find both familiar and new contacts quickly. Automate your LinkedIn searches using a Boolean search generator that identifies contacts similar to those from your previous queries.

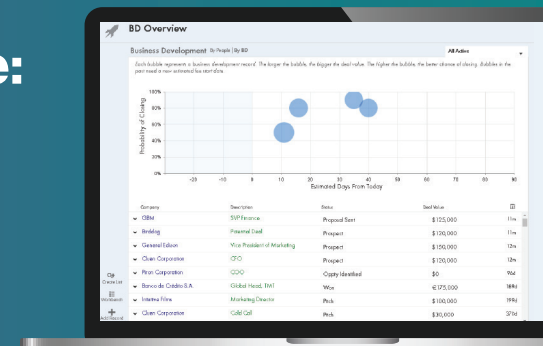


Win More Pitches

By using a simple and sustainable system that maximizes the quantity and likelihood of opportunities at every stage of your business development funnel, you can actually point to direct return-on-investment from your executive search database project.

ENCORE MAX BD at a glance:

- ★ Focus on the most important prospects
- ★ View a pipeline of potential business
- ★ Forecast revenues by consultant, practice, or whole team
- ★ Support your internal BD reporting and team meetings



Finding historical data and “connecting the dots” across your contacts?

Many search firm leaders are exasperated by the failure to find historical knowledge when it’s needed, despite investments in technology and knowledge management. How can you store all the most valuable information and connect it up when needed? How can you afford to track it all?

Connect the Dots

By having the full power of team collaboration and their historical knowledge, Cluen clients don’t miss opportunities that could have been in reach.

Relationship	Person or Company	Dates
is a Board Member of	Hormel Foods	13-Nov-2024
has recommended	Frank Holland	24-Mar-2023
Notes %	Jim says that Frank is the best CEO he ever met.	
is recommended by	Jamie Dimon	9-Mar-2023
Notes %	They used to sit on a board together in 2006.	

Capsule

Effortlessly share information with your team in Encore’s new Capsule feature. Quickly send a direct link to a specific record by using the "Send To" button. Seamlessly search for people, companies, or Business Development records and share them via Teams, Slack, Outlook, Gmail, etc.

A Thoughtful Plan

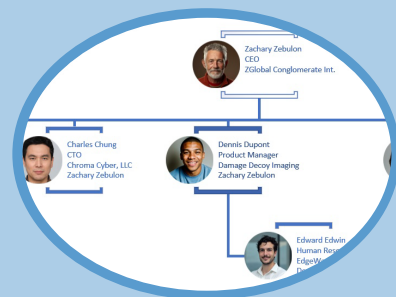
Cluen’s project leaders bring hundreds of years of combined experience in deploying successful executive search database systems. Every Encore Max project begins with strategic planning to identify where the **real value lies**, align settings with your firm’s unique terminology and workflow, and avoid common pitfalls of system implementation.

This includes dedicated time to reflect on best practices with your Cluen project leader and customize settings to fit your firm’s specific needs—ensuring a tailored solution without unnecessary hassle. Even in a “fast track” project, this can be completed in a couple of hours—saving you days and years of wasted effort on unnecessary data elements.

Minimal Steps & Maximum Automation

Cluen’s proven method identifies the least amount of complexity needed to get to your goals. By bringing the most automated technology to key areas of data collection (such as ingesting Resumes/CVs/LinkedIn, logging emails, etc.)

- Building dashboards to visualize activity and run your firm?
- Connecting to other key tools (email, documents, LinkedIn)?
- Managing Easy Compliance and High Security?
- Maximizing GDPR and Consent?
- Employing Diversity Best Practices?
- And much more from our decades of proven results...



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Who we are



Cluen has decades of recruitment database development and implementation experience spanning six continents. Our technology, leveraging the latest generative AI, helps organizations nurture important relationships, track historical data, and win new business.

Cluen's AI-driven pure-web solution, Encore Max, is used by executive search professionals around the world, with solutions for one-person boutiques and global enterprise deployments.

What we offer



Encore Max has the leading technology that goes beyond simple time savings, to nurture important relationships, track historical data, and win new business. Automating key administrative steps in your search process allows for long-term achievement of your key business goals with less wasted time.

Our experts are here to share their expertise in relationship-driven recruiting and data management, regardless of which software you use. If you have ever had the feeling that “there’s got to be a better way,” then we probably have some vital information for you. [Contact us today.](#)

Contact Us

Not a client?

Email our team directly

info@cluen.com

Already a client?

Schedule more training

moretraining@cluen.com

For a quick response

support@cluen.com

