

CASE STUDY: RECRUITMENT & PLACEMENT SOLUTIONS

# GAINING CLIENT CREDIBILITY TO REACH 100% FILL RATE

## CLIENT

Founded in 2001 and based in Chicago with regional offices across the United States, this client provides direct marketing services with a focus on postal, email and phone contacts designed to help companies acquire and retain customers. They also offer data append and hygiene services, as well as pay-per-click media advertising.

## CHALLENGE

The client had a need for Inside Sales Account Representatives to act as the first line of contact for service requests. Upon our first discussion with the client, we learned that the current internal recruiting strategy was yielding very few qualified candidates. Of those scheduled to interview, the client averaged a 50% no call/ no show rate. At first, the client was hesitant to outsource their recruitment needs and we had difficulty obtaining pertinent information to give candidates about the position. We also realized the extreme competition that existed within this market making it important to act fast when a quality candidate was found.

## STRATEGY

After thorough research on the company, we were able to provide pertinent information to the candidates regarding benefits, hours, and day-to-day processes, including atmosphere and requirements. Due to the time sensitivity, we developed an aggressive focus on sourcing the most current resumes and reached out to qualified candidates immediately. We conducted phone interviews to narrow down the candidate pool and then asked the remaining candidates to complete a live video interview that focused on behavior-based questions. We made sure to stay fully engaged with the candidates through each part of the hiring process to ensure attendance.

## RESULTS



**25%**

Increase in  
interview show rate



**100%**

Fill rate reached  
for open positions