

# CASE STUDY

## Unleashing Recruitment Potential: A Database Reactivation Story

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### Client:

A Sydney-based staffing leader specialising in Technology, Data & SAP recruitment.

### Challenges:

Every recruitment agency thrives on a robust talent pool. The client's database, holding valuable candidate information, hadn't received focused attention in 4-5 years. This limited their ability to connect with the latest talent in the market.

### Our Approach

- **Unveiling Hidden Gems:** Through market mapping, we pinpointed emerging trends and opportunities relevant to the client's needs. This allowed us to revitalise their existing database, transforming it into a rich pool of pre-vetted, potentially perfect candidates.
- **Expanding the Network:** We actively sourced new leads and added fresh candidate profiles, keeping the database dynamic and ever-growing.



# Results

## Wider Talent Reach

Within **12 months**, the client's CRM boasted an impressive **10,920 new candidate profiles**.

## Placements that Matter

Our efforts in adding **8 new contacts** resulted in **13 successful placements**.

## Unlocking New Business

A total of **6,624 contacts** were added to the client's system. Notably, **60 client meetings** were secured directly from these new contacts – opening doors to exciting business opportunities.

## Increased Client Engagement

**185 candidates** from the refreshed database were presented to clients, leading to **134 scheduled interviews**. An additional **29 candidates** were added to the client's system based on strong potential.

Is your core recruitment process hindered by backlogged tasks? Partner with **IMS People Possible!** Our offshore support empowers your onshore team to leverage a comprehensive, up-to-date talent pool. Source the right profiles and unlock your full recruitment potential.

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