

How Primis Added £500k of New Business in Six Months with SourceWhale



Background and Challenges

Primis, a leading tech recruitment agency, faced challenges in maximizing consultant efficiency and optimizing their business development strategy. With a focus on building strong relationships through various outreach methods, Primis had tried using a tool to automate their outreach but struggled with low user adoption.

Primis needed a tool that was simple, user-friendly, and could automate low value-add tasks, allowing consultants to focus on building relationships rather than administrative work.

Client Overview: Primis

Verticals served:

Technology

Headcount:

c.40

CRM:

Vincere

The Search for a Solution

As a tech-focused recruitment agency, Primis placed a high importance on leveraging technology to stay competitive. They sought a solution that could automate follow-ups, track interactions, and free up their team to focus on what truly matters: creating meaningful connections. They needed a tool that would reduce time spent on manual tasks and enhance consultants' ability to reach out to the right people at the right time.

OBJECTIVES

- 1 Maximizing consultants' time** by automating repetitive tasks and allowing them to focus on high-value activities.
- 2 Improving outreach consistency** by keeping consultants on track with follow-ups and ensuring they used different approaches to connect with prospects.
- 3 Tracking ROI** effectively, so the leadership team could see which activities were driving revenue.

Implementation and Adoption

Primis's implementation of SourceWhale was seamless. From the outset, the customer success team ensured regular check-ins to address any concerns and help Primis get the most out of the platform. The experience was described as "solid and smooth," with constant support and updates ensuring that the tool was fully utilized across the business.

Use of SourceWhale quickly became a non-negotiable within Primis. Unlike their previous software, every consultant now logs into SourceWhale daily, using it to streamline outreach and track results. The immediate value was evident, with SourceWhale-powered wins being celebrated regularly in the company's New Business channel in Teams.

Top-performing consultants actively share their success stories with the team, discussing outreach strategies that worked well and the templates they used in SourceWhale. This internal collaboration helped drive even greater adoption and results across the company.

The Results

primis



KEY BENEFITS



ROI Tracking:

SourceWhale's intuitive dashboard allows leadership to track performance quickly. They can generate reports that show exactly where the company is gaining traction and how consultants are using the tool.



User-Friendly Interface:

Consultants embraced SourceWhale because it's easy to use, making it an essential part of their daily workflow.



Targeted Outreach:

The tool helps consultants cut through the noise, ensuring they focus on the most promising leads and engage with the right people at the right time.

Results

Since adopting SourceWhale, Primis has seen a significant improvement in its outreach efforts. The tool has streamlined BD activities, allowing consultants to make more meaningful connections faster. This resulted in Primis landing an additional £500k of new business in the first six months of using SourceWhale, working out at more than 10x ROI.



BEN BROUGHTON
FOUNDER AND DIRECTOR
PRIMIS

"I'm constantly looking for ways to maximize my consultants' time and make them as effective as possible. I care about how I can equip my team to take away boring admin and increase their time out there making connections, speaking to people and building relationships.

SourceWhale allows your consultants to speak to the right people at the right time quicker and more efficiently. If we're all looking for needles in a haystack, having SourceWhale is like using a magnet."

Ready to revolutionize your recruitment agency's outreach and business development?

Explore how SourceWhale can help your team achieve similar success.