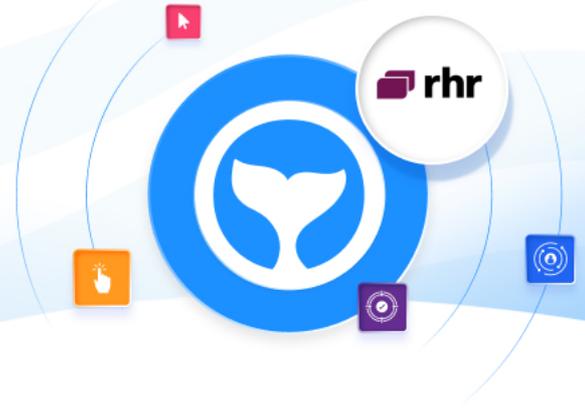


RHR Increases Outreach by 500% and Drives Revenue with SourceWhale



Background and Challenges

RHR, a leading recruitment agency, manages a robust portfolio with a focus on maintaining a strong candidate and client pipeline. However, they lacked a structured approach to outreach, resulting in inconsistent follow-ups to candidates and prospects, which led to missed opportunities.

Client Overview: RHR

Verticals served:

E-Commerce & Digital, Finance, HR, General Management, Buying & Merchandising, Marketing, Hospitality and Leisure

Headcount:

c.30 consultants

CRM:

Bullhorn

OBJECTIVES | RHR SOUGHT A SOLUTION TO:

- 1** Increase the volume and quality of conversations for candidate sourcing and business development.
- 2** Streamline outreach processes to ensure consistent follow-up.
- 3** Integrate seamlessly with their existing CRM, Bullhorn, to reduce administrative overhead.

SourceWhale Implementation

RHR implemented SourceWhale to automate and streamline their outreach efforts. The tool provided their consultants with the structured follow-up they needed to secure meetings with candidates and potential clients.

Key Benefits:



Enhanced Follow-Up:

SourceWhale facilitated consistent and automated follow-up, crucial for achieving conversions after the seventh or eighth touchpoint.



Integration with Bullhorn:

The seamless integration reduced administrative tasks, ensuring that all outreach activities automatically updated in Bullhorn.



Increased Outreach Efficiency:

The user-friendly interface made it easier for the team to engage with more clients, significantly increasing outreach volume.

The Results



Dramatic Increase in Outreach:

Since implementing SourceWhale, RHR's outreach efforts surged by 500%. The ease of use and automation capabilities allowed their team to focus more on meaningful interactions rather than administrative tasks.

Revenue Impact:

Within three months of using SourceWhale, RHR observed tangible revenue growth, directly attributed to the improved outreach and follow-up process.

Client Experience Enhancement:

By leveraging SourceWhale, RHR could focus on delivering a better candidate experience and converting candidates into clients, thereby strengthening their business development strategy.



JASON ELLIS
MANAGING DIRECTOR
RHR

SourceWhale has helped revolutionize the way we approach business development as a group. It's much more joined-up and streamlined in comparison to what we were doing before.

It has consolidated our tech stack as everything that you put into SourceWhale automatically updates to Bullhorn so it cuts down on admin and duplication of work.

Since we've been live with SourceWhale, our outreach to clients has gone up by 500% because it's so easy to use, and we actually saw more revenue generated - and the team is great!

Conclusion

RHR's experience with SourceWhale demonstrates the transformative impact of adopting a structured and automated outreach tool. For recruitment agencies looking to boost productivity, streamline processes, and increase revenue, SourceWhale offers a proven solution that integrates seamlessly with existing systems like Bullhorn.

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

Explore how SourceWhale can help your team achieve similar success.