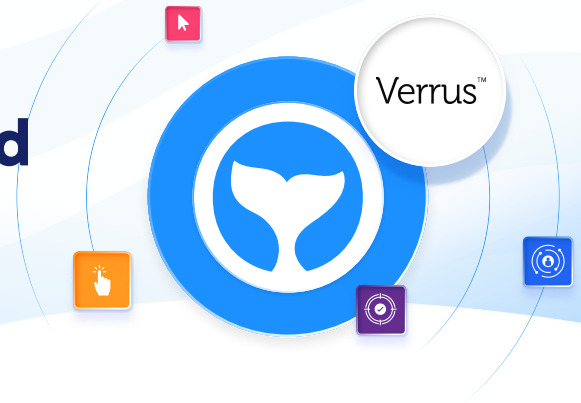


How Verrus Cut Time to Billing in Half and Accelerated Growth with SourceWhale



Background and Challenges

Verrus, an international executive search agency serving diverse sectors, experienced challenges due to changes in email deliverability rules. With deliverability issues impacting their reach, Verrus needed a fresh approach to engage clients and reduce their reliance on email as a single communication channel.

On top of this, they also wanted to reduce the time it took for new hires—often recent graduates—to reach billing targets and become productive.

Client Overview: Verrus

Verticals served:

SaaS, Tech, Finance, Law, Life Sciences, Manufacturing, Construction, Natural Resources

Headcount:

~50 employees

CRM:

Tracker RMS

OBJECTIVES

- 1** Diversify outreach channels beyond email to improve reach and engagement.
- 2** Shorten the time for new hires to become productive and start billing.
- 3** Improve the quality and consistency of consultant communications.

Implementation and Adoption

With strong buy-in from the Verrus team, implementation was swift. Their dedicated SourceWhale customer success manager ensured that all team members quickly mastered the platform, enabling them to incorporate SourceWhale’s multi-channel outreach into their workflows within days.

Verrus experienced high adoption rates, bolstered by SourceWhale’s user-friendly interface and ongoing updates that delivered new functionality. The strong relationship with the customer success manager proved essential for introducing new features and adapting to evolving needs.



KURT LUCAS
HEAD OF TRAINING
AND DEVELOPMENT

“SourceWhale helps everybody - from junior consultants through to senior management - consistently adopt and adhere to a best practice multi-channel, multistep approach, which leads to more client meetings and more business.”

The Results

Verrus™



KEY BENEFITS



Multichannel Outreach

SourceWhale's multistep, multi-channel capabilities allowed Verrus to add proper structure to their outreach campaigns. This was a significant upgrade from previous, ad hoc approaches, leading to more consistent client engagement.



Automated Follow-ups

Automated follow-up emails ensure consultants' outreach doesn't end after the first attempt. With SourceWhale, Verrus can be confident that all outreach steps get completed, significantly enhancing the effectiveness of their campaigns.



Performance Tracking

SourceWhale's tracking and reporting features allow Verrus to identify best practices and replicate successful strategies across the team. The management team uses these insights to foster a high-performance culture and improve consultant effectiveness.

RESULTS AND IMPACT

Reduced Ramp-Up Time for New Hires

SourceWhale transformed Verrus's onboarding process for new consultants. Where it previously took new hires 6-12 months to start billing now takes less than 3 months, leading to a faster revenue impact and greater enthusiasm among new starters. This accelerated onboarding instills early confidence in new consultants, creating a positive feedback loop that contributes to stronger retention rates.

Increased Email Deliverability and Reputation

By working with SourceWhale, Verrus improved their email deliverability. Following best practices and using SourceWhale functionality, they achieved a significant reduction in emails flagged as spam. Monitoring and adjusting their outreach volume and cadence helps maintain this improvement, ensuring a steady flow of communication with clients and candidates.

SUMMARY

With SourceWhale, Verrus has successfully transitioned to a robust, multichannel recruitment strategy that improves client engagement, drives efficiency, and accelerates onboarding. SourceWhale's automation, data insights, and performance tracking has helped position Verrus for long-term growth and success in a competitive market.

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

Explore how SourceWhale can help your team achieve similar success.