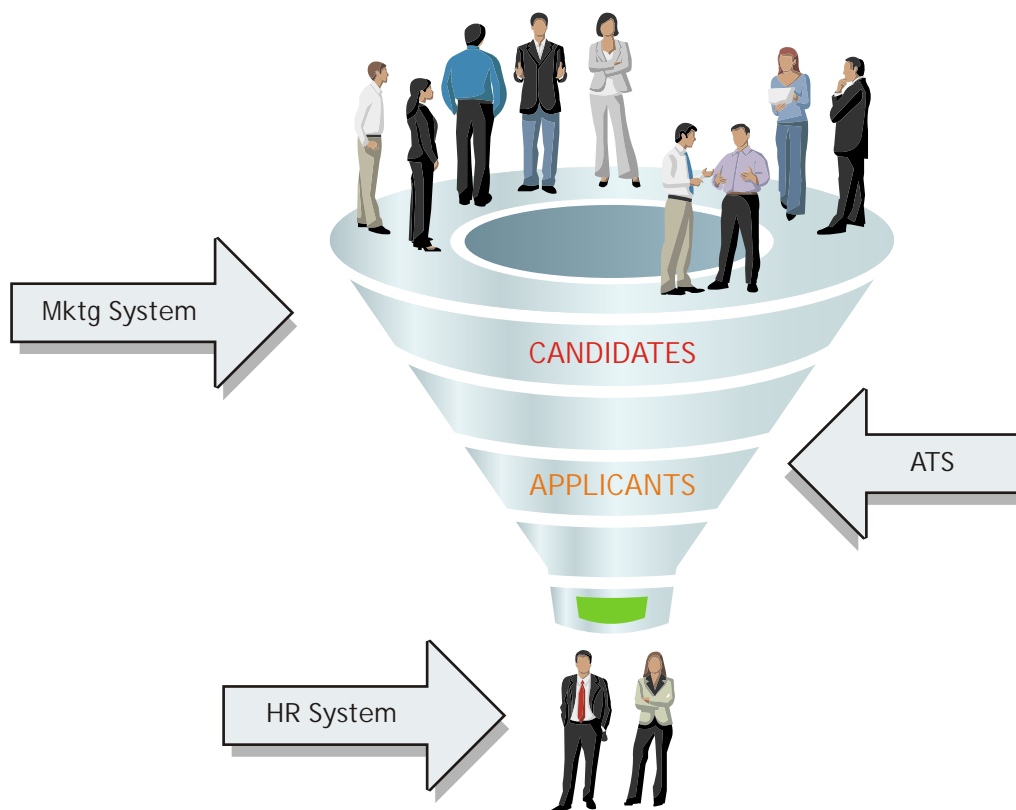


# How a Recruitment Firm Generated an Increase Of 30% in Lead Response and Experienced Great Soar in its Recruitments through Leadsberry's Automation Software!



*\*Client name has been kept confidential to maintain privacy*

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## Client Information

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The Client\* has been in the market catering to the recruitment needs of different industries, ranging from IT to BPO and from Banking to Design. In meeting various clients' requirements, the company faced several challenges, trying to match the job with the candidate, and so on. To service these requirements, they're equipped with a workforce of over 500+ employees. They have so far managed to place thousands of candidates with the right person-job-company combination.

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## Challenges

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Since the Client is a company with several needs to cater to, it regularly encountered different challenges in the form of relevant candidate placement. From the huge lead repository; there was often a mismatch between the job and the candidates, or organization and the candidates.

Also the email campaigning that was done, was not fetching them with the right candidates. The company landed up picking just the partially suitable candidates to fill vacancies. This resulted in a decreased ROI, loss of relevant leads and marketing-sales non-alignment which further disturbed the overall business cycle.



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## Benefits

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- Increase in lead conversions by 30%.
- ROI rise of 25% seen in the first quarter.
- Increase in response rate by 30%.
- Increase in recruitments by 25%
- Reduction in cost per recruitment by 20%

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## This is what the VP-Sales of BrandName had to say:

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Tremendous increase in the overall sales-marketing alignment seen in very short time. Our marketing budgets got fully utilized with negligible losses and an increase in our ROI and response rate has been improved greatly. We are sure that our business flow is systematically going to turn towards prosperity and intelligent automation.



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You can follow us on



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