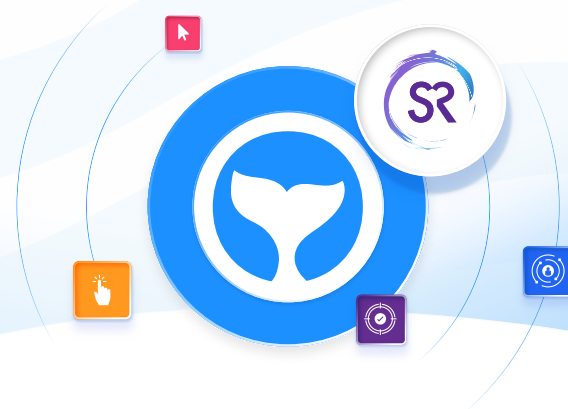


# Storm Recruitment Transforms Outreach with SourceWhale



## Background

Storm Recruitment is a boutique agency with seven consultants operating across multiple verticals including Accountancy & Finance, HR, and Sales & Marketing. Storm's leadership recognised their business development approach lacked structure and methodology, impacting their consultants' productivity levels. Before implementing SourceWhale, their consultants would spend over 15 minutes researching each prospect before calls, resulting in limited outreach capacity and inconsistent follow-ups.

### OBJECTIVES | STORM RECRUITMENT WANTED A SOLUTION THAT COULD:

- 1** Drive revenue growth through improved recruiter productivity, increasing consultants' daily outreach capacity.
- 2** Create a structured, repeatable business development framework with consistent approaches to follow-up.
- 3** Streamline prospect research and contact discovery by having everything in one place

## SourceWhale Implementation and Adoption

Storm implemented SourceWhale, integrating it with their Bullhorn ATS. SourceWhale's intuitive interface meant adoption was extensive, with consultants quickly incorporating the solution into their daily workflows. Each team member now allocates a dedicated hour daily for focused outreach activities, using SourceWhale to manage both initial contacts and follow-up sequences. The implementation fostered a standardized approach to business development across the agency.

### Key Benefits:



#### Consistent outreach that always hits the mark

Tailored outreach sequences enabled Storm's recruiters to keep consistent touchpoints across opportunities. Plus SourceWhale's data module enables them to instantly find verified email and phone details for their contacts.



#### Greater productivity around tasks and calls

SourceWhale's to-do lists and organized call schedules enable everyone at Storm to stay on top of their activities without navigating multiple systems, maximizing recruiter productivity.



#### Performance Analytics

Management now has real-time visibility of outreach engagement metrics enabling them to make better, data-driven strategic decisions. On top of this, standardized processes have helped create clear expectations and accountability in the team.

# The Results



## 7x increase in call productivity:

The reduced administrative burden and increased efficiency in workflows means consultants can now complete 20 calls in the time previously required for just 3.

## Enhanced Revenue Generation:

Consistent touchpoints created a reliable business development engine directly impacting top-line growth.

## Foundation for Future Growth:

Initial success has paved the way for planned implementation in candidate-side operations.



**COLETTE MESSITT**  
RECRUITMENT MANAGER  
STORM RECRUITMENT

SourceWhale is the best tool you could bring into your recruitment company. It has been one of the biggest drivers of revenue growth for us. Our recruiters can complete 20 business development calls in the time it would previously have taken them to do three. The accurate email addresses and phone numbers for our contacts are worth their weight in gold.

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

Explore how SourceWhale can help your team achieve similar success.

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