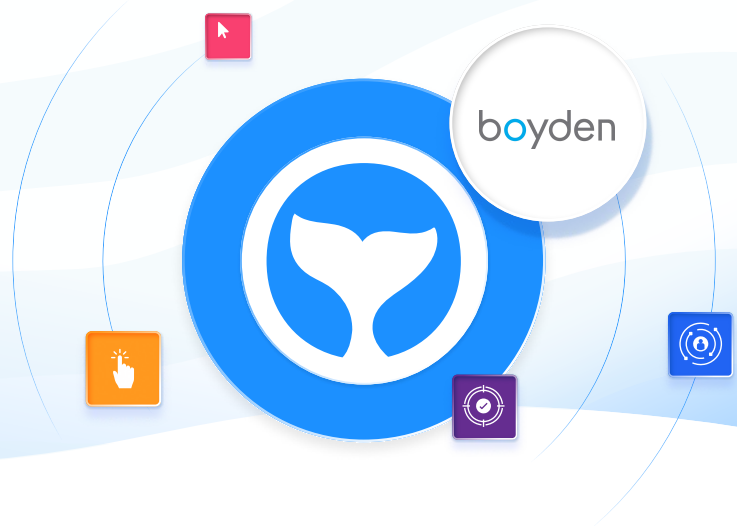


# How Boyden Boosted Executive Search Productivity with SourceWhale



## Background

For Boyden, one of the world’s leading executive search firms, enhancing productivity while maintaining the highest standards of client and candidate engagement is a top priority.

Before SourceWhale, outreach efforts often relied on manual processes, limiting efficiency and scalability. These challenges reduced time for high-impact activities like candidate engagement and personalized communication.

Kare Hernandez, a Partner at Boyden, saw SourceWhale as a game-changer, complementing their existing tech stack to deliver measurable improvements in productivity and engagement.

## Client Overview: Boyden

### Verticals served:

Executive Search

### Headcount:

c.1,000 globally

### CRM:

Invenias

## Solution

SourceWhale has become a cornerstone of Boyden’s sourcing process, helping consultants streamline workflows and drive meaningful results. Kare observed that SourceWhale enables teams to maintain both the quality and pace of their outreach without losing sight of personalized engagement. Key transformations included:

1

### Automation of Routine Tasks:

SourceWhale simplified data entry, follow-up scheduling, and integration with Invenias, gives consultants nearly a day back every week to focus on strategic activities like candidate research and relationship-building.

2

### Enhanced Follow-Up Strategies:

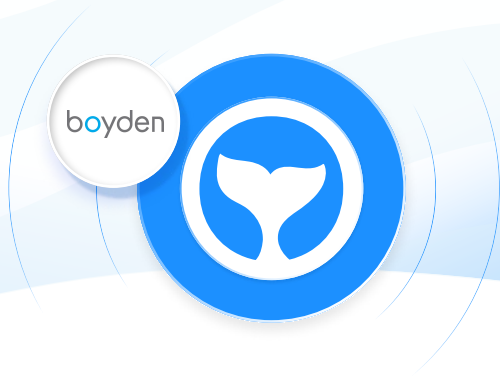
SourceWhale’s ability to automate and optimize multi-step email campaigns significantly increased response rates by keeping candidates engaged across touchpoints.

3

### Integrated Efficiency:

Using the SourceWhale Chrome extension, consultants could locate contact details, access CRM records, personalize outreach, and track campaigns seamlessly—all from one platform.

# The Results



## RESULTS: BOYDEN EXPERIENCED TRANSFORMATIVE OUTCOMES

### Higher Response Rates

By enabling targeted follow-ups and leveraging data insights, SourceWhale improved engagement with candidates who might have been missed in traditional one-or-two-touch outreach strategies.

### Time Savings

Automating repetitive tasks gave consultants nearly a full day back weekly, which they now invest in meaningful activities that add value, such as direct candidate engagement and market research.

### Streamlined Productivity

Consultants benefited from a unified workflow, eliminating the inefficiencies of switching between tools. This helped maintain focus and precision in their work.

## COMPETITIVE ADVANTAGE

SourceWhale provides Boyden with a significant edge in the executive search market. By freeing up time and ensuring sustained engagement through multi-step outreach, consultants can focus on identifying and securing the best candidates.

The ability to adapt and pivot using real-time insights further enhances agility and responsiveness to client needs. SourceWhale has also become part of Boyden's value proposition, as the firm highlights its tech-driven approach in client discussions to differentiate itself.

SourceWhale's AI-driven features, like email draft assistance, empower new consultants to quickly learn best practices, ensuring consistency and effectiveness in outreach. Regular webinars and best practice resources further drive continuous improvement, helping the team maximize the platform's potential.



**KARE HERNANDEZ**  
PARTNER, BOYDEN

“We want our associates spending the majority of their time with candidates rather than typing emails, doing data entry, or searching for contact details. Automating these tasks allows us to focus on high-value interactions. SourceWhale has simplified my daily routine, giving me the time and mental space to connect with more candidates. This leads to faster placements, better engagement, and a higher quality of work overall.”

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

Explore how SourceWhale can help your team achieve similar success.