

How MRL Achieved 10x ROI with SourceWhale



Background and Challenges

MRL, a recruitment firm with 27 years of experience, had always shied away from automation tools and software, focusing on building relationships over the phone with the clients and professionals they work with. Admin always took up a large amount of their time, even with a full back-office team to support the consultants.

As Jordan Lorence, Head of Marketing at MRL, explains, “We take a consultative and personal approach to recruitment and needed a single source of truth to record activity throughout the day so our consultants can focus on what they do best, and not get bogged down in recording notes or setting reminders for follow up calls.

Despite having a strong internal network and CRM, MRL’s processes all needed to function through the same platform, feeding into their CRM. They recognised the need for a more efficient, structured approach to recording admin and reminding themselves to reach back out to prospects without filling up their diary with dozens of reminders.

OBJECTIVES

- 1 Streamline outreach processes and maintain consistent follow-up with candidates and clients.**
- 2 Increase the productivity of consultants by minimizing time spent on administrative tasks.**
- 3 Ensure all data was captured and logged to Bullhorn as MRL’s single source of truth.**

SourceWhale Implementation

MRL’s journey with SourceWhale began with a company-wide introduction call to showcase the platform’s capabilities. Consultants were impressed by the platform’s onboarding process and easy-to-use interface, which led to high adoption. During the implementation, SourceWhale demonstrated flexibility and responsiveness by building a specific function for recording CV specs, demonstrating a strong partnership approach.



JORDAN LORENCE
HEAD OF MARKETING, MRL

“SourceWhale has made our consultants more productive, allowing them to focus on building relationships instead of getting bogged down with admin. It’s really helpful for keeping things organized and consistent. It doesn’t allow you to forget to do that 5th, 6th or 7th bit of outreach. The persistence it enforces is a game-changer.”

Client Overview: MRL

Verticals Served:

Semiconductors and niche tech

Headcount:

50

CRM:

Bullhorn

The Results



KEY BENEFITS



Consistent Outreach

Automated follow-ups ensure no missed opportunities, providing structure and accountability.



Improved Productivity

Reduced administrative tasks, allowing consultants to focus more on building client and candidate relationships.



Centralized Data

Integrated with Bullhorn, SourceWhale became the single source of truth for all outreach activities.

RESULTS

10x ROI

In six months, MRL achieved a 10x ROI from SourceWhale through increased placements and new job openings.

New Clients

MRL signed terms with six new clients within the initial six months, with ongoing discussions involving 52 additional companies.

700 Meetings

SourceWhale facilitated 700 meetings between candidates and clients, significantly aiding MRL's business development efforts.

Time Savings

An estimated 340 hours of work were saved through automated admin tasks and outreach, reducing the need for manual data entry.

CONCLUSION

MRL's partnership with SourceWhale significantly improved the efficiency and effectiveness of their outreach processes. By automating repetitive tasks, providing a structured yet flexible approach to engagement, and serving as a central database, SourceWhale empowered MRL's consultants to focus on their strengths: building valuable relationships and driving high-level placements. The 10x ROI within the first six months is a testament to SourceWhale's ability to deliver tangible value, making it an invaluable tool for recruitment agencies looking to streamline operations and enhance business development.

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

Explore how SourceWhale can help your team achieve similar success.