# SourceWhale

## SourceWhale redefines sourcing for T-Mobile

In order to build a high-performing sourcing team to attract, engage and hire the best technical talent in the world, T-Mobile required a powerful market-leading recruitment tool. As the business was building its best-in-class sourcing function from the ground up, it was important that the underlying technology it used was easy to implement and impactful from the word 'go'.

To turn its ambitious growth plans into a reality, T-Mobile introduced SourceWhale as it brought on its new sourcing team. Building a high-performing function that delivered ROI fast was critical and within two months the business was able to:

**Generate over 3,078 leads**

**Achieve above-average response rates**

**Gain insight into the top of the funnel**

**Identify high-peformers and scale best practice**

> " SourceWhale has completely transformed our sourcing strategy. Working with the technology has deepened our understanding of effective outreach and recruitment and every day is taking us closer to our goals. It has also benefited me as a leader as I've been able to coach my team on what effective outreach looks like.
>
> **Dana Eller**
> Manager, Sourcing & Ops, T-Mobile

## T Mobile

**Location:** International
**Size:** 80k+
**CRM/ATS:** Workday

**Tech stack:** LinkedIn
**Website:** t-mobile.com

## The challenge

Before SourceWhale, T-Mobile's internal recruitment process was at odds with its ambitions for growth due to a number of inefficient practices, including:

- **Copying and pasting messages into outreach cadences from a Word doc**
- **Manually tracking replies**
- **Processing data manually to find the best tech talent**

As a result, the company was missing valuable follow-up opportunities, didn't have accurate data on outreach progress and ultimately was losing out on top talent.

## The results

As well as helping T-Mobile exceed the average representation in the industry from a diversity perspective by allowing them to contact a wider pool of talent, SourceWhale saves the sourcing team 8-10 hours each week. Considering the team's aggressive targets, this is highly valuable and enables them to refocus their time on generating even more leads and candidate conversions.

The business also needed an integration with its talent acquisition software, Workday. This wasn't an existing integration at the time, but SourceWhale's tech team were able to execute one at speed so that T-Mobile had everything it needed to get up to productivity as soon as possible.

SourceWhale's technology provides deeper insight at the top of the funnel. Before, the company had no way of measuring or accounting for candidates who chose not to apply. But with SourceWhale, the sourcing team has full visibility of their pipeline, and therefore more control over determining outcomes.

T-Mobile can now identify the process of its highest performer and what 'best' looks like from a messaging perspective. These best practices are being replicated by the rest of the sourcing team, allowing the company to supercharge its output and drive exceptional results.

## Organize and accelerate your recruitment process

SourceWhale is the only recruitment engagement platform teams need to execute their daily activities, find pipeline insights and nurture relationships at scale - all from a single place.

**BOOK A DEMO**