

Cerebral Sage Sees 85% Productivity Improvement

Cerebral Sage Success Story



Company Profile

Cerebral Sage Group (CSG) is a 3 year old dynamic, healthcare-focused consulting, staffing, permanent placement and executive recruitment firm.

Challenge

Candidate searches were a manual process, taking days or even weeks.

Broadlook's Solution

Profiler
Diver
Eclipse
Market Mapper
Job Pulse

Results

Multiple sources of real-time information are now brought together in a fraction of the time, resulting in an 85% productivity improvement.

Company Background:

Cerebral Sage Group (CSG) is a 3 year old dynamic, healthcare-focused consulting, staffing, permanent placement and executive recruitment firm. They bring over 50 specialized healthcare industry focused recruiters together with hundreds of industry professionals to fill the needs of their clients and candidates.

Challenge

CSG operates in an industry which is experiencing increasing demand as well as increasing completion for job orders and candidates. In order to have a competitive edge, the President, Subbu Krishnan, was determined to find the most effective way to identify, qualify, and contact, talent actively working in the healthcare field.

To find the very best candidates, Cerebral Sage Group knew it needed to leverage the Internet to identify passive candidates. Prior to working with Broadlook, the company's candidate searches were a manual process, difficult to track, and very time consuming. It was not uncommon for the process to take days or even weeks.

Solution

CSG's goal was to shrink the time and manual effort required to find and place quality candidates. By improving productivity, the company can not only accelerate the number of successful placements, but create a track record to differentiate themselves with future clients. They turned to Broadlook to explore solutions to increase their sourcing velocity and effectiveness.

Based on the types and methods of identifying and contacting candidates, Broadlook proposed a solution that included Profiler, Diver, Eclipse, Market Mapper, and Job Pulse. This combination provided CSG with the ability to tap the critical major Internet sources including corporate websites, newsgroups, membership directories, workshop attendee lists, LinkedIn public profiles and search engine results to find the very best candidates within a fraction of the time.

Results

Mr. Krishnan, CSG's President, has seen some significant impacts in a very short time using Broadlook's solutions. ***"In the past, we had to go to multiple sources to get the information we needed. While the Internet had great information, tapping it was eating up valuable time for our business. Now, we have multiple sources of real-time information brought together in one place, in a fraction of the time."***

When asked to quantify the impact to his business, Subbu had this to say: ***"We have seen benefits on both the top and bottom line. Our productivity in identifying and contacting quality candidates has improved 85%. Implementing Broadlook's 'Sphere of Influence Selling' and leveraging the tools have also impacted our revenues. In the last six weeks alone, we have earned two new major hospital relationships."***