

DIS Sees 20 Out of 23 Placements Come From Using Broadlook in Six Months

DIS Success Story



Company Profile

Diversified Industrial Staffing (DIS) is a staffing agency serving the manufacturing, construction and logistics industries.

Challenge

DIS needed a cost effective way to get vital company details to skill market their clients.

Broadlook's Solution

Profiler
Eclipse
Diver

Results

DIS has seen 6 to 7 times normal response rates and attributes 20 out of 23 placements to the use of Broadlook

Company Background:

Diversified Industrial Staffing (DIS) helps a wide range of manufacturing, construction and logistics clients achieve their goals by providing quality personnel and human resource services. DIS attributes their success for their clients to a unique, candidate centric philosophy.

DIS's approach to staffing combines a specialization only in skilled trades, and their ability to gain a detailed evaluation of a candidates abilities, then matching that with a precise analysis of employer needs. This enables them to provide highly qualified employees specifically matched to each employer, in every major market in the country.

Challenge

In order to effectively market qualified candidates, DIS needs to know their clients businesses in detail. Getting these details is part of the matching process and historically has been a very manual and time intensive process for their sales team.

Staff is the highest cost component in a recruitment business. With the change in the economy that took place in late 2008, it became even more important for DIS to find better and more efficient ways to market their candidates and business. Todd Palmer, President of DIS, knew the vital information he needed was available via corporate web pages, news groups, press releases, and other associated Internet sources, but needed a way to get at that information cost effectively.

Solution

Mr. Palmer turned to Broadlook to for the tools and best practices to capture the information he needed to accelerate his business matching and sales process. Based on DIS's needs, Broadlook proposed a solution that included Profiler, Eclipse, and Diver. This combination provided the company with the ability to tap websites, newsgroups, About Us, and other critical information to DIS's business.

Results

Diversified Industrial Staffing has seen some sizable results since deploying their Broadlook solution. "We have been able to transform the process we used to match our candidates and clients. The automation has allowed us to move from a 6 person sales team, to a 3 person team that can close and manage a full desk," said Mr. Palmer. "That has a major impact to the bottom line for the business."

The change for DIS has not only been seen in the composition of their sales team, but in their effectiveness. **"In the last six months, we have closed 23 placements,"** said Todd. **"Of the 23 placements, 20 of them can be directly attributed to our use of the Broadlook tools."**

When asked to further quantify the impact to DIS, Mr. Palmer had this to say, **"There are a number of ways to gauge success. If you consider the average direct mail piece has a 2% open rate, with the information we have to create compelling messages, we are experiencing 6 to 7 times that rate. If you want to put it in terms of return on investment, 4000% in six months sound like a good decision? We think so."**