

Challenge:

Our client in this Case Study is a Fortune 50, household name in the software industry. Over the past several years, our client has had a Talent Community Development Initiative. They were extremely happy with the results, but wanted to outsource the time consuming process of finding candidates to add to their separate Talent Community pools.

Solution:

Technames has been working with this client since 2000 on custom research projects and they also have access to our on-line database. We recently released our Dedicated Researcher Service and our client asked if they could use this service to build a pipeline for their Talent Community Development projects.

Results:

Because of our approach to this project, our client's expectations were drastically exceeded. Previously, a community outreach by our client would yield 4-5 hires. Using Technames, they were able to increase that number to 25 hires per outreach.

Our client had been building 8 Talent Communities for different job functions (Software Development, QA, etc) for several years in cities around the world where they have needs. Through regular community outreach, our client has been able to maintain a steady and predictable flow of hires from these Talent Communities. Prior to using Technames, our client determined that they needed to contact roughly 3,000 candidates from their Talent Communities for each community outreach to generate 4 hires. They also determined that for every 3,000 e-mails, ~13% would respond positively and 6% of the interested candidates would be invited for interviews.

Before Technames:

| | |
|-------|-----------------------|
| 3,000 | Emails sent |
| 400 | Interested |
| 25 | Invited for Interview |
| 4 | hired |

Prior to using Technames, our client used the "traditional" sources for finding candidates to add to their Talent Community. Of the 3,000 people for the pre-Technames events, 99% came from Job Boards and other internet sources.

Introducing Talent Community Development, the Technames version

When our client approached us with the project, they wanted us to basically do what they had been doing previously, go to the Job Boards and scrape resumes off of the Internet. We insisted that they should have a mix of passive candidates and also candidates from the job boards. Eventually they agreed to let us give our approach a try.

We assigned 3 researchers to the task, 2 cold calling to gather e-mail addresses of passive candidates and 1 gathering resumes from the Job Boards and the Internet. On the delivery date (after 30 days of research), we had gathered 1,500 e-mail addresses of passive candidates (all confirmed) and 1,500 e-mail addresses from Job Boards and Internet searches.

Technames Results:

| | Before | After |
|------------|--------|-------|
| Emails | 3,000 | 3,000 |
| Interested | 400 | 400 |
| Invited | 25 | 111 |
| hired | 4 | 25 |

While the total number of interested candidates stayed the same, the number invited for an interview is staggering. After talking to several of the recruiters handling the interviews for the community outreach, we were told that they expected to make as many as 25 hires from the interviewed candidates.

Cost Analysis:

No matter how you look at this, our client enjoyed a tremendous cost savings. The total Technames Cost for our client was \$12,000 to generate 3,000 qualified candidates with e-mail addresses (1500 passive), a cost of \$4 per name. Compared to other research firms, the savings range from \$21 - \$46 per name. Compared to using Contingent or Executive Search firms, the savings range from \$250k - \$500k for 25 hires. In addition, the Talent Community that we have helped our client build is now theirs – forever. Our client expects to make many more hires from each of the pools that we have helped them build for years to come.

Technames Capabilities:

Over the past 3-4 years, Technames has made an enormous effort to reduce our costs and increase efficiency so that we can deliver high quality research at a low cost. Through innovative use of technology, research task segmentation and our deep understanding of how to use and manipulate data, we have developed a system that really cannot be matched anywhere in the research industry.

With the internet, a lot of information is “at your fingertips”, but it still must be verified, categorized and put into a database to be effectively used. This process is laborious and time consuming and, because of the volume of phone calls to verify information, it should not be done by corporate staff. Our 26 years of experience, the cost of our Dedicated Researcher service and the results we produce set us far ahead of the pack and make Technames the obvious choice for any Talent Community development project.

Conclusion:

Talent Community Development, the Technames version, is an excellent strategy to attract and hire high quality candidates. With the current economic uncertainty, making each hire the best hire possible is extremely critical. The cost, results and year over year dividends make it an option that is hard to overlook. We predict that there will be many imitators, but few, if any, that can match our capabilities.

John Moed
Principal
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About John Moed

John Moed has been the Technology Principal at Technames since 2000. His passion is finding new ways for the Technames research team to aggregate information from multiple sources. One of his favorite hobbies is developing C# and VB.net applications for his research team. John holds both the CNE and MCSE certifications and a Bachelor of Science degree from UC Davis.

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About Technames:

Technames is a name generation / sourcing firm, in business since 1982. We are one of the first purely name generation firms in the country and one of the most respected. Technames has a long history of innovating in the area of research, being one of the first, and only, to make our database available on-line. We have also developed several tools that we use in-house that help separate us from the pack and allow us to provide cost effective and high quality results.