

From a wild-geese chase to ongoing customer engagement.

DRIVING ROI WITH MARKETING AUTOMATION

A case study about





Meet Brightmill.

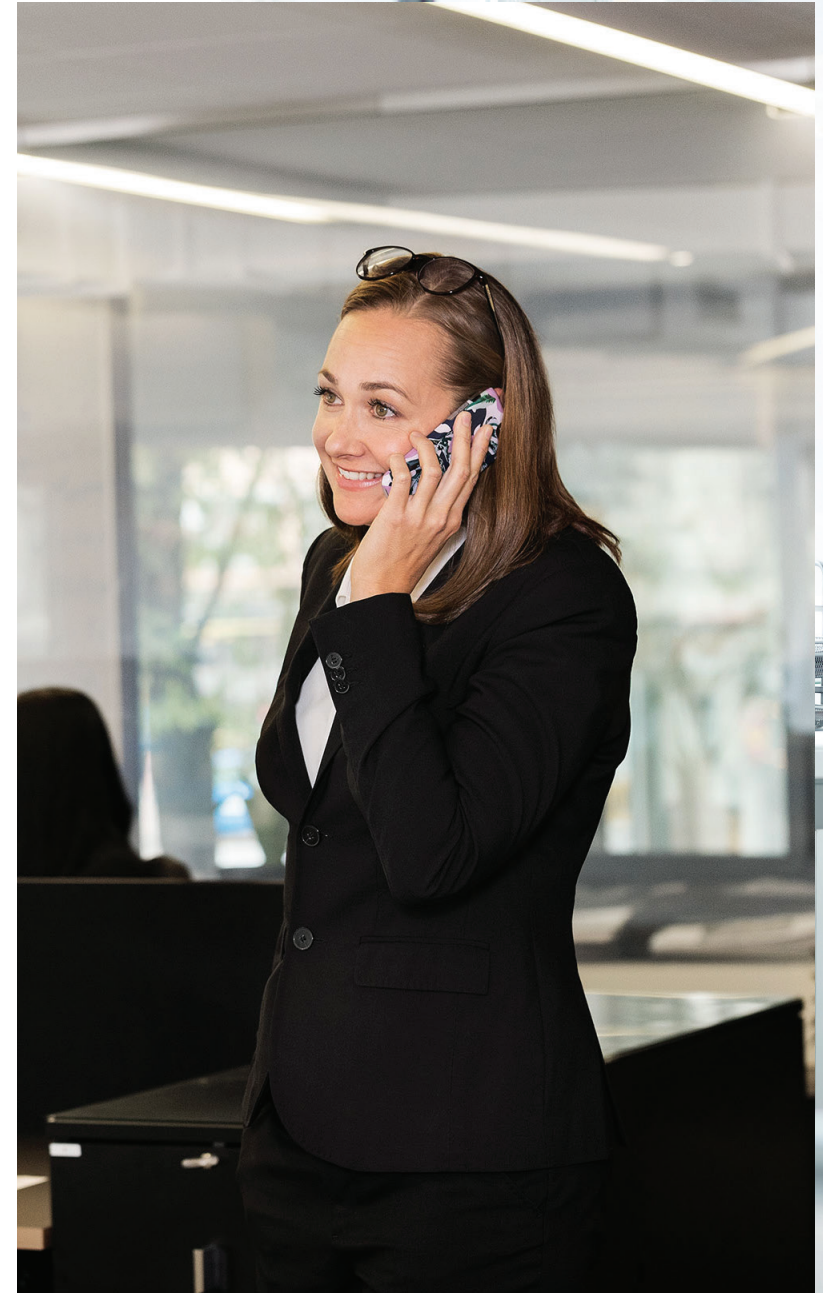
Brightmill, founded by Henrik Engstam in 2011, is a senior recruitment organisation with a focus on interim management. Their candidate network is unique in its kind, with skilled interim managers who choose Brightmill for their broad range of interesting assignments with prestigious clients. Their senior recruiters have extensive experience in recruiting for interim roles, and therefore can take on the most challenging assignments. This experience allows them to find the very best candidates on the market, whether it be through their network or through search. The company truly disrupted the Swedish recruitment market with their innovative approach towards the candidates' journey with the help of investments in technology and smart solutions.

Challenges.

In the world of interim management, the rules are different from regular recruitment. Quick placements of a suitable candidate with the right industry experience requires an extensive database of skilled candidates. The ability to reach wide with search and knowledge of how to find the best talent plays an important role.

Instead of focusing on their core business and growing the company, Brightmill found themselves spending loads of time maintaining their database and chasing candidates to ask them to update their availability and CV.

In a time where talent is in high demand, candidates seeking interim roles are exposed to a wide range of opportunities within the market. Employers are then faced with the tough challenge to sell their brand, workplace, development opportunities and more in order to attract interest and keep candidates engaged even (and especially) in times of no assignments.



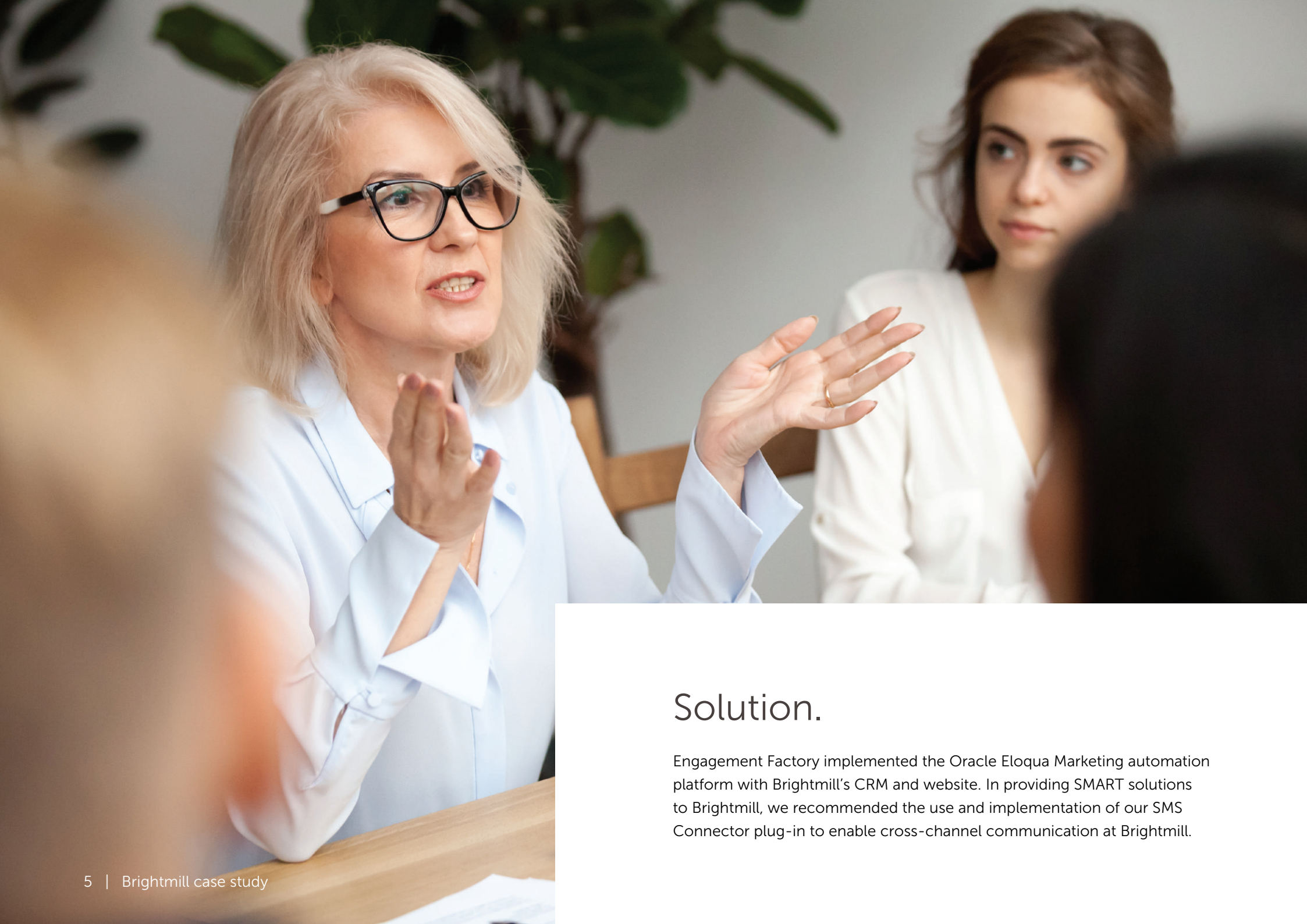
Due to time constraints it was close to impossible for Brightmill to nurture all the candidates with relevant information cross-channel. Consequently, Brightmill had to deal with an outdated database, which resulted in even more inefficiency as they spent a lot of time chasing the wrong candidates. As a result, placements took too long, and clients would turn to competitors.

It was clear that Brightmill needed a tool that could help automate the maintenance of their database, as well as assist in sending their candidates relevant and timely communications to keep them engaged.

“Our goal has always been to stay one step ahead of the competition. Investing in smart technology and solutions is something that I have seen pays off.”

Henrik Engstam, CEO Brightmill.





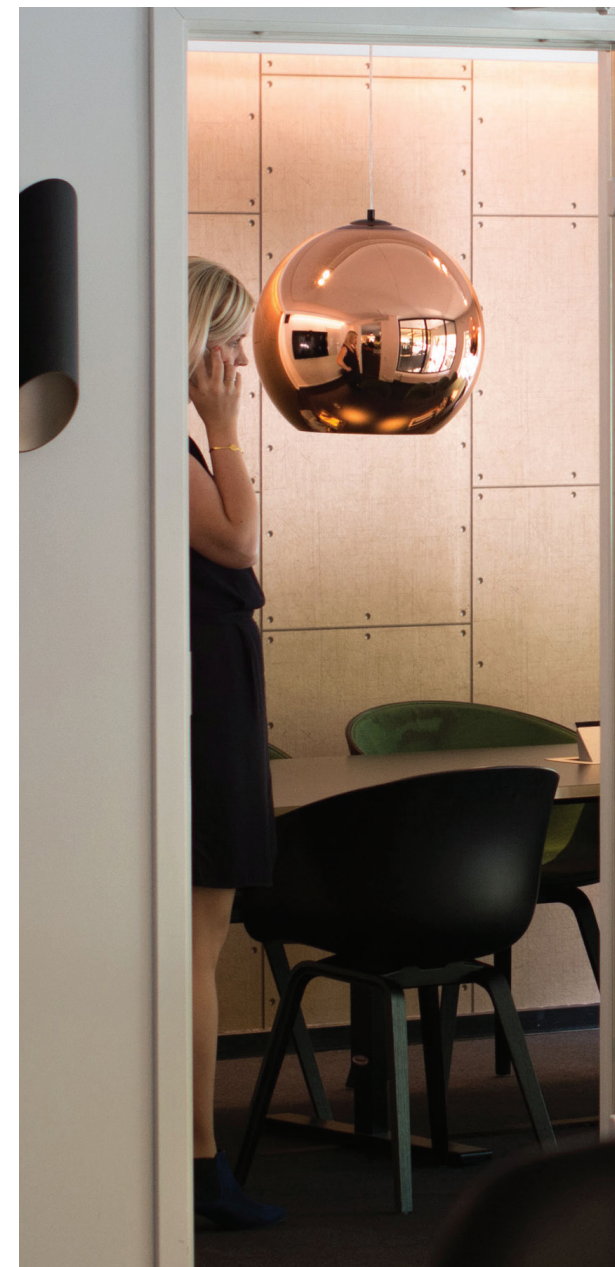
Solution.

Engagement Factory implemented the Oracle Eloqua Marketing automation platform with Brightmill's CRM and website. In providing SMART solutions to Brightmill, we recommended the use and implementation of our SMS Connector plug-in to enable cross-channel communication at Brightmill.

Campaigns.

Together with Brightmill we created an automated re-engagement campaign that targeted candidates who have not been active within the past three months. The main call-to-action focused on updating their availability, CV and details.

A second campaign targeted those who had been inactive for six months or longer, asking them to either opt-out or opt-in and also to update their details. As people have the tendency to change their email addresses more often than they change their phone numbers, having the option to use mobile for communications was especially important in updating the database.





Results.

As timing is a key factor for success within interim management, having a high quality database is crucial. Where Brightmill earlier had no chance of achieving this, they often found themselves losing time chasing the wrong candidates and not being able to deliver the best quality fast enough.

With the automated campaigns focusing on updating their candidates' availability and CV, Brightmill is now able to work with an up-to-date database that allows them to prioritise directly which candidates to contact for each assignment. This has enabled Brightmill to deliver accurate results to clients in an efficient way.

Now that they can better track the availability of candidates, Brightmill reached out to about 25% more candidates than before the implementation of the marketing automation software. Streamlining these processes have already saved Brightmill a lot of time, enabling them to shift focus, be more productive and adding to the bottom line.

"We're happy to see an improved database right from the start. This year we received 5,300 profile updates via the website, compared to 1,100 updates the previous year. That's an increase of 382%!"

The marketing platform has also enabled Brightmill to set up automated campaigns to ensure that they are GDPR compliant, which is really important within the recruitment industry, as they are managing a lot of personal information. Being a 100% GDPR compliant builds trust for both their candidates and clients.

Conclusion.

Automating internal processes has freed up time to focus on optimising communication towards clients and customers. Through building personalised, relevant information cross-channel, Brightmill aim to keep their candidates and clients engaged and loyal, and their competitors one step behind.

"We are currently working on further improving our communication with both our customers and candidates. Being able to automate this communication cross-channel is very important for us. We see that the SMS channel is extremely effective, as it further increases the response rate and captures candidates with an email address."

Henrik Engstam
CEO Brightmill





We are Engagement Factory, a customer engagement agency to the core. Driven to help our clients transform into a customer-centric business, we do so by combining strategy and insights, fuelled by creativity and technology. By delivering compelling experiences throughout the customer journey, we enable our clients to build long-lasting customer relationships. From our main base in the vibrant heart of Europe's tech hub, the Netherlands, we operate across the globe.

Our international team empowers local support, from Sweden to South Africa – and everywhere in between.

For more information, visit www.engagementfactory.com

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