

About the Company

headhuntr.io leverages the power of data science and highly qualified service teams to enable companies to find the absolute best candidates for their positions. Formed by Silicon Valley executives, this fast-growing 50 person tech company with a projected growth rate of over 1,000 percent this year is revolutionizing the recruiting process.

The Challenge

headhuntr.io understands the power of data, relying on millions of candidate profiles, job openings, backgrounds and resumes to place highly qualified candidates. Despite having a sales intelligence database, the company did not have a system to organize it and saw that as both a need and an opportunity. headhuntr.io identified that the use of spreadsheets and email to store and access contact information created challenges for the sales team to keep pace with the company's growth.

To solve this problem, headhuntr.io began the search for a CRM solution capable of handling the large number of contact records the company tracks and consolidating contact information and activity detail on each customer touch point in a central location to support their business strategy.

The Solution

The company evaluated CRM products such as Microsoft Dynamics, HubSpot and Pipedrive, but traditional CRMs and industry-specific talent acquisition systems were too

expensive and complex for the team. Nimble offered an affordable alternative with the required functionality without sacrificing ease of use.

Because headhuntr.io sources large numbers of hiring prospects, Nimble clearly stood out with its ability to automatically source contact data from **Microsoft 365, Outlook**, social media and third party databases and store those contact records in a central place for easy access. Using Nimble, headhuntr.io connects qualifying criteria and profile information with the information Nimble sources to enrich those profiles for powerful intelligence capabilities.

The headhuntr.io team also integrates Nimble with third-party applications such as PandaDoc and Active Campaign, eliminating the worry of manual data imports and data quality when sending emails and proposals.

The Nimble Experience

headhuntr.io now manages the entire sales process from lead assignment and activity management to sales management and coaching within Nimble. The ability to search and sort contacts by multiple criteria, manage tasks, track files, and store social insights on prospective client records has dramatically improved their prospecting and sales efforts.

“Having the intelligence on prospects and knowing whether they are already using outside agencies or have an internal recruiting team has really enhanced our sales team’s ability to pitch our recruiting services. With one click you have access to the contact’s profile and history with us. Nimble minimizes the amount of research our sales reps have to do, so they can focus on making productive connections,” notes **Jane Edmonds, Marketing Administrator** with sales operations and Nimble administration responsibilities.

The sales team also likes the group messaging functionality that makes it easy to send professional communications with a personal touch without the effort. Templated email messages appear customized to each contact, and alerts let the sales representative know when an email has been opened for more effective outreach.

“I’ve been involved with a number of high growth tech start-ups and have evaluated many CRM systems. Nimble has proven to be the right tool to achieve our goals of qualifying prospects quickly, increasing sales effectiveness, managing sales activity and tracking, and scaling our business processes. In the last six months alone, we have doubled our sales team. Nimble’s ability to automate sales processes, and quickly access background and social information has been key to making this happen,” explains **Oliver Deng, Co-Founder**.

With Nimble, headhuntr.io is well-positioned to put their vast network to work in building trusted relationships and profitable connections.

Future Plans

In the coming year, headhuntr.io plans to triple the number of Nimble users as they scale their business to meet their growth plans. The next phase will include additional system configuration and enhancements to further improve productivity as well as using pipeline tracking and some of Nimble’s more advanced features to better manage deals and provide sales team accountability.