

# 7 THINGS YOUR CASE STUDIES MUST CONTAIN

*FOR RECRUITERS ONLY*

## RECBOUND



# THE HEADLINE

- ✔ Highlight the key outcome or benefit
- ✔ Be specific and quantifiable
- ✔ Target the intended audience
- ✔ Use action words
- ✔ Keep it concise

## EXAMPLES

Supporting FinTechs with talent and hiring solutions

- How Client Name hired a team of 14 contractors in just 9 days

Transforming hiring processes in Healthcare

- How Your Agency reduced time-to-hire by 76%

Spending too much on recruitment fees

- This is how we saved £2m per year on fees for Client Name



# OVERVIEW OF THE CLIENT

- ✔ Include basic information like industry, key facts, locations
- ✔ Highlight their overall business goals
- ✔ Consider their mission and vision
- ✔ Keep it concise
- ✔ Never paint them negatively

## EXAMPLE

### ABOUT THE CLIENT



1000 employees



3m customers



Leading challenger bank



46% growth in 12 months








£150m revenue



Multi-award winning



# WHAT WAS THE CHALLENGE?

-  Be specific with the challenges
-  Use facts and data where possible
-  Link any challenges to their goals
-  Keep it concise
-  Make it relevant to hiring

## EXAMPLE

### THE CHALLENGE

THE CLIENT needed to hire 12 people in a 2-month period. They were challenged by:



Specialist talent required



Little expertise in internal talent team



Lack of resources to hire quickly








Urgent need after winning a new project





## THE SOLUTION YOU OFFERED

-  You may think it's obvious, but it isn't always clear
-  Use methodologies and approaches
-  Link the solution to the challenges
-  Keep it concise
-  Explain any long-term benefits from the solution

## EXAMPLE

### THE SOLUTION

Through a partnership with THE CLIENT and our hiring solution, we were able to deliver



Dedicated team of onshore recruiters



Access to our network of 1000 relevant candidates








Priority speed



Process improvement that allowed all candidates to be pre-screened without the need for hiring managers



# THE TANGIBLE OUTCOMES

-  Use measurable results
-  Talk about the number of hires
-  Include the hires that you made
-  Discuss the timeframes
-  Link it back to any challenges

## EXAMPLE

### THE RESULTS

Hired 12 people in the business across including:  
JOBTITLES GO HERE



£60k savings on normal fees



Reduced time to hire to 3 weeks



All candidates remained for the duration of the contract



412 internal hours saved through outsourcing



## THE QUOTE

- ✔ It's always better to be genuine
- ✔ Include a picture and a title
- ✔ They should mention key points
- ✔ Highlight an outcome that they are delighted with
- ✔ It should be impactful

## EXAMPLE



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"The results speak for themselves. We've not only seen an entire team put together very quickly – but also each member of the team has had such a positive impact for our business. This round of hiring didn't just meet our expectations—it exceeded them. The team at Your Company made all the difference."

*Rich Gibbard, Director, Recbound*

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# THE CTA (CALL TO ACTION)

- ✓ Be clear and direct
- ✓ Link it to the case study
- ✓ Be action-focused

## EXAMPLE

Build a team of experts quickly

- Book a consultation

Reduce your spend on fees

- Get in touch today

Don't have the time to hire?

- Get started now



**AN EXAMPLE  
ON THE  
NEXT PAGE**



\* Your logo \*\*

# Supporting YOUR SECTOR with talent and hiring solutions

How we've helped THE CLIENT to hire 12 experts in 2 months.

## About THE CLIENT

 1000 employees

 £150m revenue

 46% growth in 12 months

 Leading challenger bank

 3m customers

 Multi-award winning

## The Challenge

THE CLIENT needed to hire 12 people in a 2-month period. They were challenged by:

 Specialist talent required

 Little expertise in internal talent team

 Lack of resources to hire quickly

 Urgent need after winning a new project

## The Solution

Through a partnership with THE CLIENT and our hiring solution, we were able to deliver

 Dedicated team of onshore recruiters

 Access to our network of 1000 relevant candidates

 Priority speed

 Process improvement that allowed all candidates to be pre-screened without the need for hiring managers

## The Results

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JOB TITLES GO HERE\*\*\*\*:

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Head of Talent, THE CLIENT

## Scaling a team?

## Book a consultation

 [www.youragencygoeshere.com](http://www.youragencygoeshere.com)



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