



Medical Staffing firm based in Houston

Client Profile:

- ➔ One of the leading Medical Staffing and RPO firm based in Houston area.
- ➔ The company provides Cross Industry Recruitment Process Outsourcing (RPO), Niche RPO, Contract and Retained Search services.
- ➔ They provide Recruitment Process Outsourcing (RPO) services to all industries with concentrations in Health care, Information Technology and Health care IT.

Campaign Objective-

- Our callers had to survey the market and act as a virtual assistant to the medical staffers located in Houston and generate leads for the open positions.
- Qualify leads based on every new job requirement, communicate job details to the client and create interest so onshore consultants can call those interested and close the job openings.

Target Market- Focus was on the medical staff openings in all of Texas area.

Project scale- The project started with 2 part time callers from GAIA and scaled to 6 callers over a span of 5 weeks.

Challenges-

- Unspecified calling hours, due to differential work hours of the professionals being reached
- The client wanted minimal information to be provided about the job position at the first call level and yet get the candidates interested enough as to send in their resume.
- Close coordination with clients on a day to day basis for each job specification, to see what information can be given out to these job aspirants and accordingly make them interested in current job opening.



Outcome-

- We had to do test calls in different time slots to establish the best dial able time. Post test phase, we were able to zero in on the precise timings. This increased our contact ratio from the initial week's figure of 5% to 20%.
- Also, by knowing more about the job at hand and the perks attached to the same, our callers were able to package different job options well and close in on more interested people than the first month.