



New Business Development

# Improving Outreach Efficiency with Data

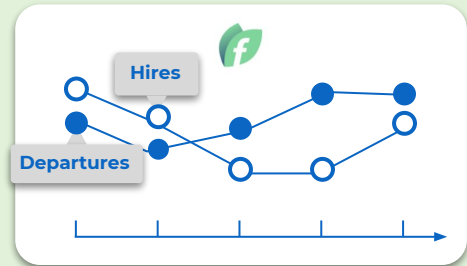
## Kristie's challenge

Kristie started a new role in a new city at search and staffing firm, MDI Group. She was tasked with finding out which of their existing accounts were in need of IT talent, and thought it would take her months to research the entirely new market.



## The solution

Kristie used Talent Insights to quickly access a view of how nearby companies were losing and hiring IT talent over time.



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*Being new to Charlotte, I don't know how I would have learned so much about my market so quickly without Talent Insights. It helped me build my outreach strategy and discover which companies were worth my time contacting.”*



Kristie Thomas

Client Manager,  
MDI Group

## The results

Kristie used real-time Talent Insights data to prioritize her outreach plan. She saved research time by only contacting companies with urgent hiring challenges, and added credibility to her conversations with data-led insights, helping secure a number of meetings.

### **Prioritized prospects**

by targeting based on real-time data

### **Increased efficiency**

and saved hours of research

### **Secured new leads**

by finding opportunities with previously unresponsive contacts