



## VoiceScreener Customer Testimonial

### Company Overview

JumpVine is a hybrid recruiting and staffing firm based in Atlanta, Georgia that enhances the traditional contingency- and retainer-based hiring models typically used by recruitment firms, by using a subscription model that meets client business objectives as they change over time. Recently launched by business partners and long-time staffing executives, Todd Bridges, Brad Wolff and Jack Delamater, JumpVine aims to provide a new type of staffing service that performs the same duties a human resources department or external staffing firm would do to hire a new employee at a much lower price. JumpVine's goal is plain and simple...to drastically reduce client's cost per hire without sacrificing results.

### Case Study

JumpVine operates under the belief that leveraging technology can solve traditionally time-consuming business processes, such as recruitment and hiring, drastically improving efficiency and reducing cost. It was no wonder that the company instantly gravitated towards VoiceScreener upon reading about it in a Wall Street Journal article in May of 2009.

JumpVine saw instant results with VoiceScreener's Shortlist feature, using the solution to recommend over 50 candidates to their clients who, in turn, were able to listen to candidates before deciding who to bring in for face-to-face interviews. This drastically reduced the number of interviews JumpVine's clients needed to perform before making a key hire and further proved the firm's value as a cutting edge recruiter.

The VoiceScreener process has saved JumpVine nearly 40 man hours over the course of two months, and transformed what was once a very manual, costly process into a completely automated phone screening solution. The results have been so overwhelmingly positive that the service is already a crucial sales tool for seeking out new business.

### Solution

JumpVine identified four key ways in which their business could improve using VoiceScreener:

1. Find the best talent at a fraction of the cost – estimated first-year savings of \$25,000
2. Leverage technology to eliminate wasted time – estimated 65% reduction in face to face client interviews
3. Create a phone screen that is tailored exactly to what clients are looking for in a candidate
4. Use VoiceScreener in sales pitches

### Success

1. Find the best talent at a fraction of the cost

The amount of money typically spent by JumpVine recruiters to place calls, send emails and review resumes at times met or exceeded the amount of money they were being paid by their clients. By implementing VoiceScreener, their process is now much more cost-effective, and JumpVine estimates that the solution will save them nearly \$25,000 in the first year alone. During these

difficult economic times, JumpVine is now getting more return from the time they are devoting to filling open client positions.

## 2. Leverage technology to eliminate wasted time

Most recruiting firms attempt to interview as many candidates as possible to find that perfect candidate for their client. They have staffs of phone screeners working countless hours each day devoted to this very specific, but extremely important step in the recruitment process, and given the increasing number of qualified applicants in the market for jobs right now that process has become more time consuming than ever before.

VoiceScreener allows JumpVine to completely automate the initial screening process, and through the Shortlist feature has reduced the number of face to face client interviews by roughly 65%. As a company that has, in a very short period of time, made a name for itself for finding top quality talent in a time efficient manner, JumpVine now uses VoiceScreener to focus on quality rather than quantity when vetting candidate recommendations.

## 3. Create a phone screen that is tailored exactly to what clients are looking for in a candidate

Operating under a relatively unique model for recruitment and staffing firms, JumpVine needed a way to customize very specific individual phone screens for a diverse range of clientele. With VoiceScreener, they were able to craft five to six questions based on what the client is looking for in a candidate, and interview more people with those questions than they ever could have using traditional interview processes.

## 4. Use VoiceScreener in sales pitches

As a hiring solutions provider that prides itself on taking new and different approaches to the recruitment process, JumpVine not only instantly recognized VoiceScreener's ability to make their internal process more efficient, but also realized that it gave them an edge over the competition. Within only two months using VoiceScreener, JumpVine has begun using it in their sales pitches to successfully secure new clients, and as a result their business is growing despite these difficult economic times.

## Quotes

"It is very rare in business that you find a product that can automate your business as effectively as VoiceScreener does." – Todd Bridges

"We're finding that because of the very detailed phone screens with VoiceScreener, we're delivering such a high percentage of on-target candidates that it's almost like a 2<sup>nd</sup> round interview when our clients meet them for the first time. As one of my clients mentioned to me recently, our candidates are just better and more of a bulls eye than any of our competition." – Todd Bridges

"What gives JumpVine the most leverage is our ability to use VoiceScreener not only as a tool to increase the efficiency of our business but to use it as a selling tool to prospective clients." – Todd Bridges