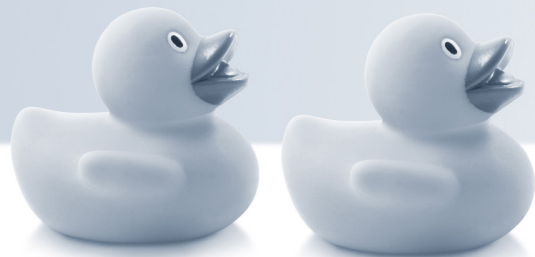




Dux-Soup
Smarter lead generation



Dux-Soup turbo charges recruitment processes at RJS for rapid ROI



RJS Associates, Inc. is a specialist recruitment agency covering Canada and the US. RJS uses Dux-Soup to replicate the work of one full time employee, saving the company over \$40,000 annually. Dux-Soup has

delivered a sustainable competitive advantage by boosting efficiency and productivity, allowing RJS to reach hard-to-find candidates and spend more time on placing high quality staff.

“Dux-Soup automates the tasks that used to take us hours”

Finding the right candidate

Ruth Tan is the founder and business owner at RJS Associates. She specialises in hard to find candidates, those with niche skills, and headhunting highly sought-after staff that might not be actively looking for a job.

Ruth is an advocate of Dux-Soup and the automation features are used extensively by her team to research and connect to suitable candidates according to each customer recruitment brief. Her background is the Canadian market where she built a formidable network of LinkedIn contacts. With a growing requirement for US based staff, she needed an effective way of reaching candidates, she says:

“I asked a software developer to create a program to use LinkedIn data. After 3 months, he admitted defeat and suggested I take a look at Dux-Soup and InMail for LinkedIn. I trialled both and Dux-Soup blew me away. It’s not just about sending connection requests – that’s a no brainer. I wanted a smarter, more efficient way of using LinkedIn and that’s what Dux-Soup gives me. It had support for LinkedIn Recruiter and the rest as they say, is history - just like my competition!”

Day to day use

Ruth and her team can be working on up to 10 customer briefs simultaneously and use Dux-Soup every single day. “Dux-Soup sits there in the background visiting profiles, sending out connection requests, basically automating the tasks that used to take us hours. It enables us to focus on more value adding activities, such as final qualification of candidates, managing customer relationships and closing the deal.

Every time RJS takes on a new customer engagement, the team enters various search criteria into LinkedIn Recruiter. “Dux-Soup’s ability to quickly help us find and connect to prospective candidates adds value to our LinkedIn Recruiter subscription. It effectively acts as a first stage applicant search and tracking system,” explains Ruth.

If the Dux-Soup user is looking for a Java Developer, they will enter Java as a keyword and then job titles that candidates might be working under, location and other relevant criteria. The profiles will be a mix of first, second and third-degree connections and could number in the hundreds or more.

Ruth says, “We can rely on Dux-Soup to send connection requests to 1000 profiles in three days if needed. You can’t get this kind of results any other way, no one can physically do the work in that time. If you took Dux-Soup away our costs would increase 20 times or more. It gives us a competitive advantage over other recruiters not using growth hacking techniques, and quite honestly, we blow them out of the water with our speed of response and quality of candidate.”

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Many recruiters spend large amounts of their day on finding candidates. Ruth explains, “Dux-Soup enables the team to more effectively juggle priorities between finding appropriate candidates, interviewing them and liaising with customers once they have been submitted. The more time I can spend on quality prospecting for new candidates, the more successful I will be but it is also time-consuming. Dux-Soup therefore helps to drive our profitability in this way.

“Dux-Soup is saving me up to \$40,000 every year”

Scaling up

Before using Dux-Soup Ruth had 15,000 first level LinkedIn contacts. “Using Dux-Soup’s automation capabilities I was able to increase this by a third in 6 months. On an average day, I may be sending out 300 connection requests. With a 20% success rate, that means my network is continually growing.

Dux-Soup effectively does the work of another person in the team. We are really reliant on the results that it produces. Without Dux-Soup I literally would have to employ another full-time member of staff, and it is saving me up to \$40,000 every year.”

Ruth is about to start using Dux-Soup on a major project for a startup that only wants candidates from top Silicon Valley companies - Google, Uber, Facebook, Apple, etc. “With Dux-Soup we can quickly zero in on the top 1% of engineers at these companies. Trying to do this manually would take a lot of time and then there is the opportunity cost of what we could have been doing with this time instead. With Dux-Soup we don’t have this problem.

The solution also enables me to make smarter business decisions about which projects are likely to close quicker, and makes it easier to take on projects that we haven’t done before, which further increases profitability and ROI. Dux-Soup allows me to scale up and expand very cost effectively – it truly is growth hacking in action. I actually see Dux-Soup as a valuable dedicated salesperson in my team, only it is a duck!”

Critically important

Ruth adds, “Dux-Soup is a critically important tool for how we do our jobs. The plugin is very, very easy to use and the support is brilliant. I can schedule support calls and talk to a real person! This is a superior commercial model compared to other LinkedIn automation tools where it can be challenging to get questions answered, let alone contact Support in the first place.

Next, we plan to roll out Dux-Soup for customer acquisition. It has terrific applications within the recruitment cycle on both the candidate and customer side. I am constantly recommending Dux-Soup to all of my contacts and they tell me that I have changed their life. I just hope my competitors don’t get to hear about it.”

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Will van der Sanden, Founder of Dux-Soup concludes, “Recruitment is a competitive industry that is characterised by lots of effort up front and no pay off until a client agrees to employ a candidate. That’s why Dux-Soup excels for recruitment applications. It shortcuts the effort required to find and place candidates, resulting in faster time to value for the recruiter.”



Will van der Sanden

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