

Demand for top talent is at an all-time high right now. Most companies are simply relying on resume databases or even worse, job postings that yield subpar talent.

At Caspar, we realize that the key to recruiting good talent is having enough time to do so in which most senior leaders in organizations and companies rarely have. One of the most common solutions as of right now is to send the high-priority openings to third-party recruiting firms which can be extremely expensive.

The average cost of using an outside recruiting firm to find passive candidates (candidates who are very qualified but are not posting their resume on job boards) is between 15-25% of the candidate's offered base salary. National averages from multiple sources hover around the cost in dollars to be \$20,000 for ONE placement. This can add up to a very costly expense if a company plans to hire even 5 people per year thru a direct placement firm.

We also started realizing when on the phones or with our email/text efforts with candidates as "recruiters" that candidates really didn't want to talk to recruiters for multiple reasons.

The first reason is that most recruiting firms hide the hiring company's information from the candidate until the candidate agrees to a phone screen. This leads to a low conversation rate of bringing the best candidates to the table.

The other reason is that for positions/talent that are heavily recruited, candidates have become numb to recruiters efforts and frankly are annoyed by third party firms who are hesitant to share client details.

We realized that if there was a way for us to act or contact candidates as a Senior Leader or company representative instead of "just another recruiter", we would have substantially more buying power with the very best candidates that every company wants.

We also realized that there is a formula to this that can be automated as we have been doing it for years with our direct placement recruiting firm. When we combined our internal recruiting process at FullCircle Placements with the power of representing a company CEO or other senior leader, we saw enormous results compared to acting just as a recruiter.

Our answer to these issues was to create Caspar – an automated solution that sends messages to candidates directly from decision makers without the decision maker having to do hours and hours of work to find these candidates.

Using Caspar compared to our traditional efforts at the recruiting firm, we saw over 75% increase in interested responses for the position of Loan Officer which is an EXTREMELY difficult position to fill as most people are commission only and have very little reason to make a move. They essentially dismiss every recruiting effort from outside recruiters because they do not need a recruiter. They want to hear from a decision maker who can answer all of their questions.

The flip side of this is typically the decision maker who can answer those questions does not have time to do the daily efforts required to land this talent. That is where we come in. Before we could go out and sell Caspar's platform as a service, we wanted to run this case study to make sure that what we were selling actually worked.

The below case study includes only our email service to 375 candidates in three different markets for the Loan Officer position, one of the hardest positions we have ever recruited. The study was ran over only 5 weeks and does not include our 90 day follow-ups which will yield even higher results in the long term (90 day follow ups for candidates who are not interested at this time). All efforts were sent to only personal e-mail addresses.

Using Caspar, two placements per year will be a cost savings in relation to the cost of using traditional recruiting firms. Our case study over 5 weeks yielded almost 2.5 calls with qualified candidates per week on average.

See below for more information on our case study:

## Email Funnels



Email 1	34.9% Open Rate	7 Responses	2 Calls
Email 2	60% Open Rate	21 Responses	7 Calls
Email 3	29.5% Open Rate	5 Responses	1 Calls
Email 4	32.96% Open Rate	5 Responses	0 Calls
Email 5	25.2% Open Rate	9 Responses	3 Calls

### Key Performance Indicators

- Open Rate
- Responses
- Calls

## Email Responses

Search mail

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Sender	Subject	Preview	Date
[Redacted]	Re: Connection Opportunity - I'm not interested at this time. Thanks.	On Mon, M...	May 10
[Redacted]	Re: Connection Opportunity	appreciate the email. I'm very happy where I am currently. T...	May 10
[Redacted]	RE: Connection Opportunity - Good mornin	my apologies on the delay in getting back to y...	May 10
[Redacted]	Re: Connection Opportunity - Good mornin	Thank you for reaching out to me. I am happy...	May 10
[Redacted]	RE: Connection Opportunity - Sorry	didn't see an earlier email I'm very happy where I am ...	May 10
[Redacted]	Re: Connection Opportunity - Would like to connect.	This week is a busy week. Can we connect ...	May 10
[Redacted]	Re: Connection Opportuni	ank you for reaching out. I'm very happy with my current e...	May 5
[Redacted]	Re: Connection Opportunity - Hello	would love to speak with you!!! I am available...	May 5
[Redacted]	Re: Connection Opportunity - What day and time are good for you?	I can be reached b...	
[Redacted]	Re: Connection Opportunity - Thanks for thinking of me	ut I just accepted a role with [Redacted]	May 4
[Redacted]	Re: Connection Opportunity - Hi	nk you for reaching out and I do appreciate your kind ...	May 4
[Redacted]	Re: Connection Opportunity - Absolutely.	Tomorrow is pretty open. My cell is [Redacted] Th...	May 4
[Redacted]	Re: Time - Check in in a couple months. Thx	Senior Loan Officer [Redacted]	Apr 21
[Redacted]	Re: Recruiting Loan Officers - Hey,	please feel free to give me a call Monday at 11:30 am if that ...	Apr 2