

CASE STUDY



£123.5K Revenue in 12 Months: How QX's Strategic Automation Transformed a Healthcare Staffing Firm



CLIENT PROFILE

The client is a leading healthcare staffing provider, specialising in the recruitment of doctors and nurses across all medical specialties for both the NHS and private hospitals across the UK.

BUSINESS CHALLENGES

The client faced significant operational challenges, with only one person in the UK responsible for managing sourcing, compliance, and bookings. The entire reporting process was manual, relying solely on Excel, with no automation in place.

OBJECTIVE OF CLIENT:

- ▶ Establish a structured recruitment process
- ▶ Enhance Return on Investment (ROI)
- ▶ Restructure and optimize their existing 360-degree recruitment process
- ▶ Improve the candidate experience
- ▶ Fill challenging positions and boost sales performance

HOW QX HELPED?

To address the client's operational challenges, QX implemented a tailored recruitment strategy. Initially one FTE was assigned to focus on candidate sourcing and another on compliance. Impressed by the results, the client added 4 more FTEs.

KEY CONTRIBUTIONS INCLUDED:

- ▶ **Daily Sourcing & Screening:** Over 55+ candidates sourced and screened daily using client's archived database, Job portals, CV Library, Reed, etc.
- ▶ **Automated Compliance:** Transitioned to automated CRM compliance reports, improving accuracy.
- ▶ **Enhanced Communication:** Engaged candidates through multiple channels—calls, emails, SMS, social media, and WhatsApp.
- ▶ **Strengthened Talent Pool:** Leveraged unique techniques and tools to boost candidate engagement, talent pool strength, hiring success, and retention.
- ▶ **Rigorous Compliance Monitoring:** Conducted pre-screening and compliance checks before submitting candidates. Followed up with non-compliant candidates.
- ▶ **Proactive Placement:** Regular updates on candidate availability and preferences, with active job matching through hospital portals.

BENEFIT



Achieved £123.5K in 12 months through exponential sales growth.



Robust reporting and clear candidate metrics empowered informed decisions and quick market adaptation.