

How QX Drove \$300K Revenue and 60% Fill Rate for a Renewable Energy Staffing Firm

About the Client

The client is a UK-based staffing firm with proven success in the Power Generation, Renewable Energy, and Nuclear sectors, looking to establish and strengthen its footprint in the USA Region.



Client's Challenges

With a strong presence in the UK renewable energy staffing space, the client aimed to expand into the US market. However, they faced several key challenges:

- ▶ **Limited Sector Expertise in the US:** The client had multiple projects needing candidates with prior experience in the renewable energy sector but lacked recruiters familiar with US market dynamics.
- ▶ **Unstructured Talent Pool:** The absence of a structured candidate database slowed down sourcing efforts, with a limited pool of qualified talent available.
- ▶ **Lack of Client Leads:** Having no active client leads in the US hindered the client's business development and expansion goals.
- ▶ **Need for ROI-Driven Model:** The client was looking for a scalable recruitment solution that would deliver measurable ROI.

How QX Helped?

- ▶ Deployed a **dedicated team of recruiters**, led by a senior subject matter expert in the renewable energy sector.
- ▶ Collaborated with the **client's onsite director** to design a robust training program for the recruitment team.
- ▶ Developed SOPs for a **360-degree recruitment model**, covering the entire candidate journey—from sourcing to placement.
- ▶ Assisted with **ATS database** cleaning and maintenance to improve recruitment efficiency.
- ▶ Launched an **Employee Care Program** to support and redeploy placed candidates across various agencies.
- ▶ Ran email campaigns, job postings, newsletters, and a referral program to expand the **active candidate database**.
- ▶ Onboarded a **lead generator** to build a pipeline of client leads for business development.

Key Achievements

- ▶ Achieved a **20% fill ratio within the first 6 months**; currently sustaining a **60% fill ratio**.
- ▶ **Closed multiple deals** with newly acquired clients, adding significant value and driving business growth.
- ▶ Maintained a strong **interview-to-placement ratio of 4:1**.
- ▶ Recorded an **offer backout rate of less than 0.5%**, reflecting high candidate commitment and alignment.
- ▶ In 2024, the team made **31 placements** across permanent and contract roles, averaging **\$10,000 per placement** and generating **\$300,000 in gross margin**.
- ▶ Added **nearly 500 qualified profiles** to the internal database, building a ready talent pool for future projects.