

CUSTOMER STORY



## Gem Offers Binc a Single Solution for Follow-Ups and Outreach Metrics

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**Binc is a full-service talent firm that helps high-growth technology companies scale at the pace their businesses demand.** They do so through an innovative RPO model that differs from that of traditional agencies: Binc's flexible recruiters fully embed into their clients' cultures and systems to deliver authentic, best-in-class hiring experiences for both clients and candidates. Founded in 2002, Binc has now made over 3,000 hires. The company has seen 50% YoY growth in recent years; and in 2019 they earned an *Inc. Magazine* Best Workplace Award.



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**Nancy Wood**

Director of Training and Project Operations

**Company Overview:**

- San Francisco, CA
- Recruiting
- 100+ employees
- bincsearch.com

**Pain points / Challenges:**

- Lacked a solution that supported multiple email domains so recruiters could send from clients' addresses
- No single solution for follow-ups; everyone cobbled together their own manual strategy
- No recruiting manager visibility into activity or reporting

**Results with Gem:**

- Recruiters can send on behalf of (SOBO) client email aliases and activity logs in the Binc instance of Gem, simplifying activity tracking and saving significant amounts of time
- Recruiters can set-and-forget follow-ups, and never manually check a spreadsheet again
- Recruiting managers have faith in the accuracy of reports and a much better picture of recruiters' early funnel work, since it's automatically logged

Nancy Wood is Director of Training and Project Operations at Binc, where she's served in various roles for nearly nine years. "When I started here, I was building a sourcing team and as the total team size approached 50 we knew it was time to get some organizational structures in place. *That's* when my job became more operational: building our systems and workflows, distilling best practices. As our service and delivery became more defined we needed to teach our people how to execute those new processes. *That's* how I ended up in the training world. I'm currently a central point for the 100+ recruiters who are using Gem every single day."

Binc has been in the Gem ecosystem since its earliest product iterations. We wanted to make sure we were building features to fully support Recruitment Process Outsourcing (RPOs), so Nancy's team tested the beta product and gave feedback. "I think we were in a place," Nancy recalls, "where we'd looked at so many traditional solutions, and we were feeling like there really was no solution for our business model. Most traditional systems, like ATSes, were built to only support a single email domain. But we needed to be able to email from multiple client domains at any given time. Without a tool that could handle that, we were forced to send individual emails for every candidate and track the activity in our ATS manually. We'd sort of resigned ourselves to a solution-less future; but then Gem piloted a Send-on-Behalf-of (SOBO) feature. SOBO and some of the other alias features were suddenly accommodating our workflow. No one else had done this in a way that actually worked for us."

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Because of its business model, Binc has what Nancy refers to as a “double-data entry problem. If I’m placed on a client project,” she explains, “I use the client’s ATS. I message someone through that ATS, and the message is automatically logged. I then go into Binc’s ATS and manually log a note or activity about that outreach. So every message that gets sent is logged in two places. Gem has been invaluable on the Binc side because we can now send on behalf of our client email aliases, but that outreach logs in the Binc instance of Gem. Now all other Bincers can see it. So we don’t only halve our logging time; we also have full visibility into the team’s outreach and activity.”

The *biggest* pain point Nancy says Gem solved was on the follow-up front. “Prior to Gem,” she says, “there was no single solution, everyone cobbled together their own strategy. Some folks would manage follow-ups by digging into their sent boxes once a week, filtering to the messages they sent two weeks ago, and hitting “Reply” on the ones they hadn’t gotten responses to. Other folks would

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put everyone on a Google Sheet with the date they emailed them, check it regularly, and follow up manually. *Who* needs a follow-up, how do I remember to send the follow-up... these questions were never solved in a natural workflow for anyone. And our ATS got clogged because recruiters would create a new list or project for every new group of talent they emailed so they could more easily follow up later. Our ATS was chock-full of candidate lists—and because no one could ever find their project in the database, recruiters got creative to ensure their projects were at the top. It quickly got overwhelming. And it was a lot of manual work.”

**With Gem, the team is set-it-and-forget-it now, Nancy says.**

“They don’t have to expend the mental energy determining whom to follow up with today, or spend time sending the follow-ups. That’s one thing I see recruiters who aren’t familiar with Gem get delighted by. On the other hand, the recruiting management side now has access to stats. Before Gem, we had folks who were doing what they were supposed to do—manually logging their activity in our ATS—and then we had folks who decided that was a pain, and who preferred to put a sticky note on their keyboard and tally-mark every outbound they sent. So when it came to end-of-week reporting, managers would say, ‘I don’t know how many outreaches anybody did. Somebody told me *this*, and the report says *that*; but I don’t really know.’ Now, because activity is automatically tracked in Gem, there’s a lot more faith in the accuracy of reports. Recruiting managers feel like they have a much better picture of the early funnel work that’s being done.”



Binc doesn't consider itself an agency; but Nancy is still clear about what Gem can do for agency recruiters. "For one," she says, "agencies are super data-focused. They know their conversion rates; they know how many candidates they need in the funnel to make a single hire; they treat data religiously. They can tell you they need an x% response rate on their outreach in order to make a hire within the month. With Gem, agencies can see exactly what their response rates are and pivot mid-sequence if they need to. They can A/B test outreach, experiment with send times, subject lines, content, and hustle their way to best practices. There's also bulk sending. Recruiting can sometimes be a numbers game; and because there's so much focus on building networks and databases, the first thing an agency recruiter is going to do when they get a req is ask, 'Who do I already know?' With Gem, recruiters can put prospective candidates into projects, keep talent pools together, tag them this

way or that way. Then when a req opens up, it's just *click, click, click*. Add them to a sequence, and those emails are on their way."

"One thing I would add," Nancy says, "Is that I have personally spoken with so many Gem employees over the years, and I'm always so impressed by how curious the team is about our process, how happy they are to partner and help. It's a huge change from most systems I interact with. I've been sold so many things over the years—like, really *sold* them—whereas with Gem, it was always a question of: 'Have we built the right features for you?' It's been a long, strong partnership; and I look forward to more."

To learn more about how Gem can help your team, visit [gem.com](https://gem.com) or contact us at [info@gem.com](mailto:info@gem.com)



Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable data-driven, world-class recruiting teams to find, engage, and nurture top talent.