

Peckman Search Partners Boosts Candidate Engagement to 80% with SeekOut

Pacific Northwest's premier executive search firm maximizes productivity and saves costs through automated candidate outreach.



About: Peckman Search Partners is a high-touch executive search firm based in the U.S. Pacific Northwest. The firm has used SeekOut for two years to help source executive roles, or entire teams, for domestic clients.

Objective: Quickly discover and engage fresh talent with accurate contact information and personalized outreach capabilities.

The Challenge

Before licensing SeekOut, discovering and engaging fresh talent was significantly slower and difficult for Peckman Search Partners. The firm relied on its existing directory of candidates built over 20 years ago in addition to a more costly recruiting platform that had less data and fewer capabilities for both search and outreach.

To ensure the highest quality candidates for roles, Peckman knew they had to focus on augmenting their network with vetted professionals to fulfill clients' expectations.

Highlights



Obtained accurate candidate contact information, resulting in 97% delivery and 80% email open rate



Built a repeatable 3-step personalized email campaign and achieved optimal candidate engagement in 7 days



Significant cost savings compared to other recruiting tools

The Solution

SeekOut's intuitive user interface allowed Peckman to hit the ground running after a single, one-hour onboarding session with SeekOut's customer success team. Using SeekOut's automated AI Matching, the agency inputs job descriptions and other preferred characteristics to quickly narrow in on candidates across LinkedIn, GitHub, Google Scholar, and other online sources. Unlike Peckman's previous recruiting solution, SeekOut analyzes candidates' past positions and experiences to reduce the potential pool to a manageable size with only the best matches.

Next, SeekOut's integrated email automation capabilities enabled Peckman Search Partners to send a series of automated intelligent emails to candidates directly from the platform itself. Unlike other tools, SeekOut surfaces all publicly available email addresses, phone numbers and social handles for candidates, drastically improving Peckman's likelihood of making a connection. Peckman also said they love that SeekOut messaging tracks when a candidate opens and responds to an email in real-time and automatically removes candidates from an email sequence when they engage. This saves time previously spent manually removing candidates from email sequences.

Peckman regularly uses two of SeekOut's other unique capabilities in delivering their standard outreach emails. AI-powered subject score for optimal open rates, and personalized fields such as <First Name> and <Candidate's Company> for increased engagement rates.

The Benefits

Peckman consistently achieves a 65% response rate on the standard cold outreach email series they've built with SeekOut. This far surpasses the 25% industry average. The firm credits SeekOut's ability to narrowly define quality candidates, provide their personal phone numbers and email addresses, and help refine compelling subject lines to increase candidate engagement.

SeekOut has significantly improved the efficiency with which Peckman operates. With SeekOut, Peckman Search Partners achieved the following results for a recent outreach campaign:

97%

Delivery Rate

80%

Open Rate

65%

Response Rate

Peckman Search Partners now has a robust tool to consistently grow its directory of talented executive candidates. Plus, they work smarter by building repeatable outreach campaigns in SeekOut to win more interest from candidates and maximize productivity.

How SeekOut Can Help

Ready to build a more talented, diverse team? **Get a demo** to see how SeekOut provides customers a competitive edge in recruiting hard-to-find and diverse talent for Digital Transformation.



SeekOut's UX is super easy to use and allows us to work more efficiently. Plus, it gives us way more contact information than other tools and the personalized contact information has helped increase our email open rates to an unbelievable 80%.

—Gina, CEO at Peckman Search Partner