



A Case of Database Cleaning and Enrichment – The Transformation From Clutter to Clarity



INTRODUCTION

A seasoned recruiter in the hospital and healthcare industry faced significant challenges with the recruitment database, which was over a decade old and contained incomplete information for over 91000 contacts. Realizing that the database contains outdated data and lacks accurate contact information, the client turned to BPO Wizard for assistance with database cleaning and enrichment.

CLIENT'S STRUGGLES



- The client encountered several challenges due to an outdated database:
- The database contained records for thousands of candidates, many of whom had left the industry or changed roles.
- The client utilized ZoomInfo to fetch candidate details using Bullhorn's Chrome Extension, but encountered issues with sequence and formatting, leading to inaccuracies and inconsistencies.
- Missing or inaccurate contact information hindered effective communication with candidates.
- Over the years, some candidates advanced to higher positions within their respective domains, but their seniority levels were not updated in the database.
- Candidates were improperly categorized by industry or job function, leading to inefficiencies in candidate sourcing and placement.

"Businesses suffer a staggering annual loss of 3.1 trillion due to poor-quality data." ~IBM

OUR APPROACH



Here's how our virtual assistants tackled the challenges faced by the client's decade-old database:

Candidate Tracking

Candidates that were listed in the database without proper verification, their current status was thoroughly tracked through their LinkedIn profiles and Google algorithms where they are currently working.

Ensured accuracy by updating email addresses, job titles, and seniority levels for candidates who changed organizations or advanced in their roles.

Location was updated based on the candidate's city, state, and country.

Corrected Categorization

Candidate companies were accurately tagged based on facility type, trauma levels, and bed counts of the hospitals they were currently working.

Verified Contact Information

Verified candidate contact numbers through phone validation and cross-referencing them with the information available on their LinkedIn profiles or resumes stored in any cloud or recruitment database.

Handled Limited Data

Created a "to be discussed" tear sheet within Bullhorn, enabling the client to conveniently review and delete records with minimal information or unable to track/update.

Outcomes of Our Tailored Approach

Our efforts yielded significant results:

Improved Database Accuracy

We improved communication efficiency and candidate engagement by validating and updating contact information.

Streamlined Database Management

The tear sheet creation in Bullhorn facilitated efficient review and deletion of outdated or incomplete records, ensuring a clean and organized database.

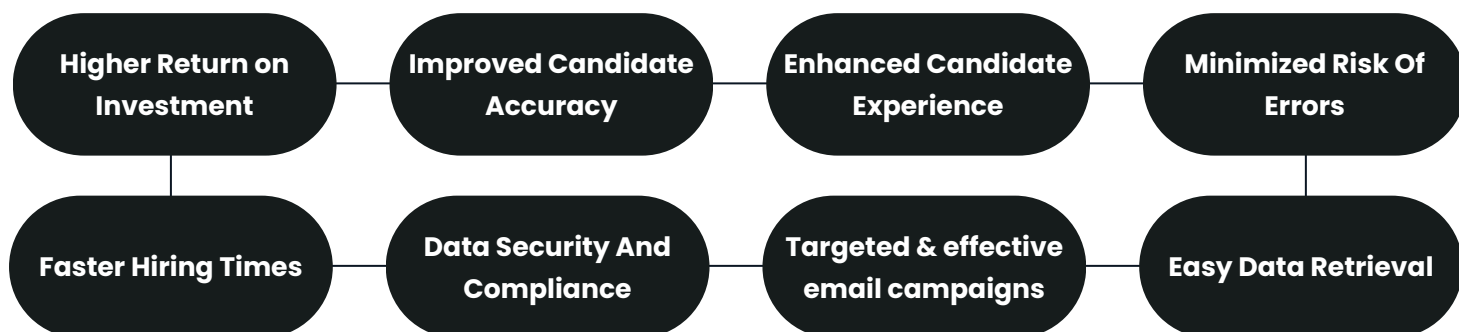
Enhanced Segregation

Candidates were accurately categorized by industry and function, enabling targeted recruitment efforts.

Compliance with SLA

We consistently met the SLA of updating records, ensuring timely database maintenance.

Benefits of Database Cleaning & Enrichment



Conclusion

Through effective database cleaning and enrichment, the client experienced a transformation in the recruitment process. With an updated clean and organized database, the client could now efficiently source, engage, and place candidates, securing more job orders in the competitive recruitment market .

Partner with BPO Wizard to add more zeros to your revenue. Contact us today for more information about our services.

Disclaimer

This case study is exclusive to BPO Wizard. All case studies are derived from real-world scenarios. The information provided is accurate, with some figures serving as references. We maintain strict confidentiality regarding client-specific data to safeguard their business interests. For further inquiries or to explore how BPO Wizard can support your business, please reach out to us at info@bpowizard.com.

©2024 BPO Wizard, All Rights Reserved

Contact us!



bpowizard