

From Scattered Contacts to a Segmented Engine

for Hiring-Manager Outreach (BD)

THE CLIENT

David E. runs a prominent national recruiting firm managing complex commercial and industrial accounts. The firm has multiple recruiters, each responsible for sourcing their own contacts across the industries and accounts they served. BPO Wizard staffed the engagement with five dedicated seats covering business development, candidate sourcing, and MPC outreach.

THE CHALLENGE

The client had ambition and headcount but no data infrastructure. Each recruiter sourced and built their own contact lists with no shared structure and no consistent way to organize contacts by company, industry, or location. This was a critical bottleneck because their target companies were large, multi-branch organizations with hiring authority spread across dozens of locations. Reaching "a hiring manager at Company X" wasn't enough; the client needed the specific decision-maker at the specific branch. Without segmentation, recruiters risked duplicate outreach, untargeted messaging, and a database that couldn't scale.

SNIPPET:

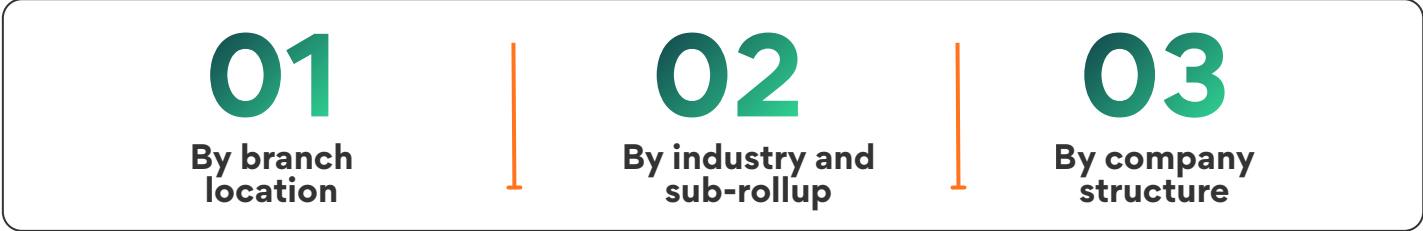


Excellent ★★★★★ **Rated 4.6** ★ Trustpilot

Compounding the problem, contact data decayed constantly as prospects retired, changed jobs, relocated, or shifted industries, with no internal process in place to catch or rectify it before it ruined outreach delivery.

THE APPROACH

BPO Wizard invested first in building a clean, segmented foundation before launching any campaigns. Over the first few months of engagement, the team sourced and verified over **30,000 hiring authority** contacts and structured them in the client's CRM across three layers:



The team executed continuous data health protocols: contact scoring for strict relevance, duplicate elimination, record updates, and rigorous verification of direct contact information.

With that foundation in place, the team ran coordinated calling and email outreach, each of the five seats targeting its own segmented slice of the database, reaching the exact hiring manager at the exact branch that mattered for a given role.

Metric	Result	Why It Matters
Hiring authority contacts segmented	30,000+	One structured, branch-level database replacing scattered personal lists
Outreach campaigns executed	60+ (average 40% open rate)	Outreach reached verified, branch-specific contacts, not generic inboxes
Companies engaged by hiring managers	67	Confirms genuine market interest from real decision-makers
Confirmed conversions to new business	11 new clients	Segmented outreach converted directly into active business

Across the client's 12-person recruiting team (*supported directly by BPO Wizard's 5 seats*), 10 recruiters had at least one campaign convert into confirmed new business which was a direct result of campaigns built on clean, segmented data rather than stale cold lists.

WHY IT WORKED

Outreach is only as good as the data behind it. By segmenting first, branch, industry, company structure, BPO Wizard gave the client's outreach a level of precision that converted directly into conversations, and conversations into clients. That same database remains a durable asset, ready for every future campaign.

Is your pipeline stalling because of stale data and dead ends?

Book a 15-min call to see what a segmented database could do for your pipeline.

Disclaimer: Today, his business stands on stronger ground, ready to expand further and take advantage of new opportunities in a competitive market. 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