TalentBrowser for Phone Sourcing
Case Study

Maureen Sharib and TechTrak Success Story

Company Profile http://www.techtrak.com/

TechTrak CEO and Founder Maureen Sharib is the most famous phone sourcer this side of Mars. Since 1996, she and her team have been providing sound and secure telephone sourcing and discrete competitive intelligence services to companies, completing thousands of projects worldwide for clients in healthcare, hi-tech, pharmaceutical, biotech, manufacturing, marketing, sales and other industries.

A prolific writer, blogger and regular contributor to ERE Media and Recruiting Daily, Maureen has spoken at countless conferences, hosted online forums and is a long-time member of the animal crew on the Recruiting Animal Radio Show, an online call-in radio show about sourcing and recruiting. She is also the creator of "Magic In The Method," the seminal, safe and sublime telephone sourcing training delivered both online and onsite.

Challenges
- Maureen summarized the challenge in her Recruiting Daily article "Here Today, Gone Tomorrow: Inside The Sourcing Shell Game" http://bit.ly/28KoEOg: "One of the difficult things about sourcing is that if you're smart, all the hard work that goes in to slating candidates and successfully closing a req doesn't have to disappear just because the job order got filled. The hard ones keep coming back, somehow."
- The challenge was to find an innovative web-based system and database that would work seamlessly with Excel, the tool of choice for real-time phone sourcing data input, and also provide advanced search, skills analytics and matching to facilitate reuse of Sourced Candidates Data in future searches.

TalentBrowser's Solution provided
- An Amazon Cloud-based SQL Server database for Sourced Candidates Data, Notes, Profiles and Resumes with on-demand access anywhere by TechTrak and their clients
- Seamless integration with commonly used tools like Excel, Outlook, Word, and LinkedIn
- Automatic Excel import and export of Sourced Candidates Data and incremental updates at the field level
- Patented Match Technology that systematically evaluates candidate backgrounds against new job requirements
- Advanced Skills Analytics and customizable thesaurus of industry-specific jargon
- Bulk email Enotify Campaigns to targeted candidates and Sourcing/Recruiting Activity Workflow
- Ability to add Profiles, Resumes, Notes and update existing data about previously imported Sourced Candidates
- Customized SQL Reports about Sourced Candidates Data, Jobs and Activities

Results
- TechTrak's advanced sourcing techniques coupled with TalentBrowser's software solution resulted in the creation of a rich database of Sourced Candidate Data for re-use in new Job Orders
- Automatic Excel import, parsing, skills analytics and matching has resulted in a fast-growing centralized database of Source Candidates and a best approach to delivery and Sourced Candidates reuse
- The ability to "reup," renew, store and centralize talent data by reaching out to it to update its information http://bit.ly/28L8bNU
- Encapsulation of skills specializations for TechTrak searches has ensured efficiency and effectiveness in all search engagements

Company Background
TechTrak provides their clients with Sourced Candidates Data for use in market research, human resources, recruitment, workforce analytics, C-level future planning and other talent initiatives.   Founded by CEO Maureen Sharib, the organization

does phone sourcing, data renewal, organizational mapping and competitive intelligence work. They specialize in identifying and connecting exceptional candidates with positions that that drive ROI and align with organizational goals.

CEO/Founder Maureen Sharib states:

"After all the claims that all the talent has been found look at where we still are – top talent is still hard to find! Not only is it still hard to find – it's harder to find than ever and it's more elusive and skittish and doubtful than it's ever been before. TechTrak's focus is to find that talent (in some cases – re-finding it!) and befriending it and keeping it befriended for the years to come."

"TalentBrowser centralizes all talent data, and provides TechTrak with the best of both worlds: our own SQL Server database in the cloud and the ability to work with Excel, our tool of choice for capturing sourced candidate data real-time while on the phone. We can subsequently 're-up' and renew talent data at the field level by simply forwarding updated Excel spreadsheets to our system. In addition, resumes may be subsequently emailed to the system, by our team or our candidates, for automatic import to their profile. Having all candidate data in one place and accessible to our team from anywhere has significantly maximized our efficiency.

With TalentBrowser, we don't have to choose one technology over the other. We can work with the tools we need, when we need them, while on the old-fashioned telephone, still the best tool available to connect with the truly passive candidate. We highly recommend TalentBrowser."