

## CASE STUDY

# Newton Talent transforms recruiting with SeekOut's talent analytics

RPO Giant reduces a client's time-to-fill a role from 200 to 35 days.



## NEWTON

### About

Newton Talent offers a full range of hiring services for its client base. They are one of the most respected RPO providers, with a deep commitment to delivering the most unique and innovative customer experiences through high touch solutions, customized to fit each client's recruiting challenges.

### Objective

Build an accurate and robust talent pool with specific skills and background for their clients quickly to reduce their time-to-fill technical roles.

### Highlights

Built a talent pool of candidates that had a **90% match** to the skills required

Reduced client's time-to-fill from **200 to 35 days** for hard-to-fill roles

Increased overall candidate response rate by running **highly personalized engagement campaigns**

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## The Challenge

Newton Talent landed a customer which required more powerful search capabilities and robust data visualization tools to identify unique set of skills and to quickly build a list of qualified candidates. Previously, it took Newton Talent a long time to build talent pools of technical roles using other recruiting tools. Those platforms yielded profiles that were outdated, missed critical pieces of information about the candidate, and lacked accurate contact information to engage with talent directly through email or phone outreach.

Due to the specific timing for having the candidate slate within 10 days from opening the position and reducing their time to fill, Newton Talent's team needed to carefully build a talent profile list accurately the first time.

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## The Benefits

SeekOut enables Newton Talent to gain instant visibility into top talent in ways that were previously inaccessible through tools.

One of the most important parts of the recruiting process is the initial launch call with a hiring manager. SeekOut saves Newton Talent a significant amount of work when advising clients on areas that they may be unfamiliar with.

With the help of SeekOut's hyper-personalized messaging feature, Newton Talent has improved their overall candidate response rate by running highly personalized engagement campaigns based on each candidate's profile and background.

With SeekOut, it is much easier for Newton Talent's hiring managers to discover candidates, engage with them, and bring them on board.

Within the first 3 months, Newton Talent's sourcing and recruiting teams shortened the client's time-to-fill from 200 to 35 days—even for the most difficult technical positions. Two years after giving SeekOut a spin and implementing the platform into their workflow, the solution remains Newton Talent's preferred choice for advanced talent discovery and analysis.

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## The Solution

Newton Talent's leadership engaged with SeekOut under the advisement of Shally Steckerl, Newton's VP of Talent Strategy and Sourcing Innovation. SeekOut helped Newton Talent gain access to hundreds of millions of candidates from public profiles, GitHub, research papers, patents, employee referrals, and more — saving a tremendous amount of time and backend sourcing work.

With SeekOut's AI-Powered Talent Search Engine, Newton Talent can search the way they want, to find the candidates they need. The team especially loves the AI Matching feature which automatically sources candidates based on a given job description allowing Newton Talent to focus on understanding the requirements for the role and evaluating candidates.

For Newton Talent, SeekOut's Talent Analytics is an incredible tool that allows their recruiting team to share actionable data with hiring managers, uncovering specific skill sets and backgrounds of the talent landscape, in an easily digestible format – a feature that is critical for successful recruiting.

SeekOut lets users go a step beyond when engaging with talent with customized drip campaigns that can sync to users' email accounts.



This is by far the most advanced, helpful tool we have ever used — and it's revolutionizing the way we approach talent advisory.

Shally Steckerl, Newton's VP of Talent Strategy



## Request a demo

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.com/demo](https://seekout.com/demo)