



HRBOOST

Industry: HR Outsourcing and Consulting

Challenge: Build a database of prospects and a new sales pipeline from scratch.

HRBoost offers a full range of human resources related services on both a consulting and outsourced basis. Their solutions are based on strategic HR leadership and the latest thinking in the field of human resource management. They knew they needed a robust database of prospects to keep their salespeople's pipelines full, but didn't know where to start. That's where LeadSeek came in. We asked Nicole Martin, CEO of HRBoost, about her experience from there.

What is the single greatest benefit you realized in working with LeadSeek?

For the first time in the ten years since I founded HRBoost, I have a great database of target prospects and am able to maintain consistent outreach and brand awareness.

What specific business issues were you looking to address by partnering with LeadSeek? Would you say LeadSeek was able to address those issues successfully?

Simple—we need leads that end up being clients. LeadSeek provided a straightforward solution to that problem.

What has been the measurable impact on your business from utilizing LeadSeek's services?

We already know it's been worth it. Thousands of potential customers are receiving and interacting with our message on a regular basis, and we have visibility into those metrics. Our salespeople have data coming in daily to keep their pipelines full to keep new business coming in at a steady rate.

How would you describe your experience working with LeadSeek in terms of their availability for questions, quickness to address issues, professionalism, and overall representation of your brand?

Very beneficial. Their quick turnaround time allows us to send messages on the fly as things change in our rapidly changing world of HR. They were meticulous in maintaining all of our style and branding standards and they are always flexible in accommodating our content schedule.

