



## CASE STUDY

# Conversation Intelligence enables ExP recruitment to replicate success of top-billing consultants across the business



### Background

ExP Recruitment is a full service sales recruitment specialist. Due to the nature of the business, there's a wide and varied range of sales and recruitment prospecting conversations taking place across the business every day. These conversations hold key insight into what results in a successful outcome for ExP's top-billers. This data is crucial for ExP to coach and improve the performance of consultants.



### Challenges

The high volume of sales conversations taking place across multiple platforms made it difficult for ExP to review, reflect and replicate what was working for the top-billers in the team. Calls were difficult to search and identifying mistakes or missed opportunities was difficult. ExP recognised the need to review these conversations to unlock insight in order to coach the team for better performance and outcomes, but their method was cumbersome and inefficient.



### Solutions

ExP uses Refract to capture, store, search and revisit top-biller conversations. Key moments or topics are tagged, profiling critical moments in conversations where exclusivity or fees are being discussed. These moments are then used to coach. Because all of the call content is housed in one place, ExP has organically built an onboarding library for new consultants in the talent and marketing teams. They can access an extensive library of pre-recorded real life scenarios to ramp their knowledge, exposure and confidence at speed.

## WINS

### Unlocking what top-billers do differently

Easily accessing call data for regular knowledge sharing and coaching has allowed ExP to replicate top-billers by understanding and sharing what they do differently in conversations with clients and candidates.

### Onboarding process & faster ramp time for new hires

New consultants can access real life scenarios at ease, to learn in a prescriptive way, but also in a self directed manner. This ramps new or inexperienced consultants, getting them to first placement quicker.

### Removing needs for manual call listening

Refract gives managers and training teams visibility into all conversations, saving time from manually searching through huge volumes of data for call listening and call coaching.



"Aside from unlocking what top-billers do differently to continually coach and improve team performance, having immediate access to call recordings in Refract has saved us quite literally an entire job role. The work entailed in building an onboarding process from scratch would equate to a full time role. This library has formed organically and functions as a content repository not only for knowledge sharing, but for ramping new hires at speed. It's invaluable".

**JOHN RICHARDSON - CEO**  
**ExP Recruitment**