

**profiles**

**FOUNDED**  
1998

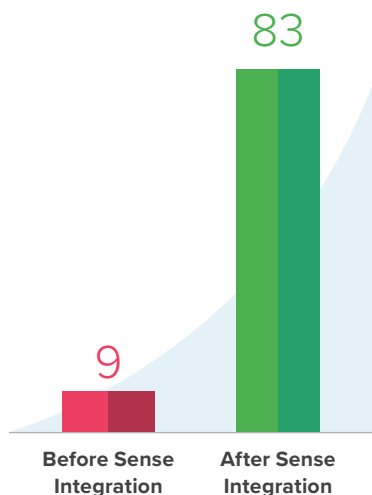
**INDUSTRY**  
Marketing & Creative  
Technology

**WORKFORCE SIZE**  
11 Recruiters

**SOLUTIONS**  
Sense Engage  
Sense Messaging

**ATS**  
Bullhorn

### Profiles NPS Score Growth



Referrals Since Launching Sense

## CASE STUDY

# How Profiles Grew NPS by 9x and Transformed the Talent Experience

## Adopting a Digital Mindset

As a leader in marketing and creative technology staffing, boutique firm Profiles has been in business for more than 20 years. But despite their particular corner of the staffing world, for years Profiles didn't have a sophisticated marketing engine in place to grow their own business.

So, when Digital Marketing Director Polly Brady joined the team seven years ago, she came in with a goal to bring marketing to the forefront of the company's business strategy. Recognizing that staffing has traditionally been a sales-driven industry, she began to lay the groundwork for a marketing automation program that would transform the experience for both their clients and talent.

Brady conceded that the staffing industry is often late to the game when it comes to technology best practices. But with a strong background in digital marketing, she also understood the growing value of automation tools, real-time messaging, and personalized customer journeys. The only problem? There weren't many solutions built with staffing firms (and their talent) in mind.

So, when Brady discovered Sense, she took note. She vetted the platform and found that Sense addressed several of her pain points, delivering personalized messaging to their database at just the right times. It wasn't something Profiles had done before, but it was the right next step for the business.

## The Automation Impact

To kick things off, Profiles adopted Sense's Net Promoter Score (NPS) tools to measure and improve their talent satisfaction ratings. They implemented timely, automated surveys and relevant messaging strategies to engage candidates and contractors across the talent lifecycle.

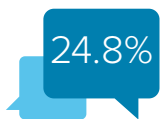
"The surveys we run through Sense allow us to collect information, identify our gaps, and then reverse those gaps in real time," says Brady. "And by uncovering these areas of opportunity, we're accelerating and maintaining our NPS scores." Each quarter, Profiles leadership reviews NPS responses and assesses the most important upcoming business initiatives.



*“When it comes to Sense — the relationships, the support, the white glove service, the trust factor — it’s all been at 100% from the time I was sold to onboarding to the ongoing support I receive,” concludes Brady. “Everybody I’ve spoken to at Sense has delivered beyond expectations.”*



Profiles email open rate  
compared to 20% average



Profiles email response rate  
compared to 10% average

Recently, onboarding surfaced as a place where they could be doing better. So, they shifted their focus to improve this facet of the contractor lifecycle through new automated workflows and personalized content. In another initiative, Brady’s team of recruiters has used Sense Messaging to increase response times from candidates, seeing near-immediate results and increased engagement from text campaigns.

The proof is in the numbers. When Profiles integrated with Sense several years ago, their NPS was a disappointing nine. Today, they’ve grown their NPS to a best-in-class 83, and Brady credits Sense for much of that success. The industry is taking notice, too. Profiles is a two-time consecutive winner of the 2018 and 2019 Best of Staffing Client & Talent Satisfaction Awards by ClearlyRated.

Profiles now uses both Sense Engage and Sense Messaging to automate candidate and contractor communications and engage seamlessly with talent via text. With the help of their Sense Customer Success Manager, they’ve been able to effectively train their team on each of these tools and encourage increased adoption among their recruiters.

### Up Next: B2B Journeys

Digital marketing doesn’t stop with talent. In the coming months, Brady plans to use Sense to build out unique B2B journeys for clients of Profiles — both active and prospective. From lead nurturing to engaging with existing partners, her sales team now has innovative tools at their fingertips to schedule meetings, share information, and stay connected.

“When it comes to Sense — the relationships, the support, the white glove service, the trust factor — it’s all been at 100% from the time I was sold to onboarding to the ongoing support I receive,” concludes Brady. “Everybody I’ve spoken to at Sense has delivered beyond expectations.”

### Ready to elevate digital marketing strategy with Sense? Let’s chat.

Sense works with staffing firms like Profiles to create benchmarks, develop candidate and client journeys, and measure the impact of automated messaging. To learn more, visit [SenseHQ.com](https://sensehq.com) or reach out to your Sense Customer Success Manager.