

## THE SUTTON GROUP Customer Success Story



Kevin Sutton  
President - Sutton Group

*“With ENGAGE, we have increased our overall response rate from 5% to an incredible 37%.*

*The research and contacting potential candidates has improved from a full 8-hour process to only 30 minutes. This gives us an opportunity to serve clients more efficiently and serve more clients overall.” Kevin Sutton*

**The Sutton Group is a 15-year specialty executive search firm driven to produce consistent results and find the best talent for their diverse manufacturing clients.**

### Summary

At a time when more than half of employers around the globe are facing difficulty finding great talent, clients are demanding more from their recruiting partners. The Sutton Group has a continuous improvement mindset. They seek technology and systems to maximize the impact for each of their clients.

### The Challenge

The Sutton Group is hired to help find key positions such as Executive, Managerial, Mid and Upper-Level Professionals and Technical positions for a wide variety of manufacturing clients. This talented workforce is high in demand and extremely difficult to find and engage in a job change conversation and to fill in a short amount of time. The Sutton Group realized technology advancements could lead to better recruiting results by adding a data-driven approach for more efficiency and improving their already excellent results.

### The Search

The Sutton Group evaluated many data-driven recruiting solutions in the market and found that the vast majority were glorified databases with too many unknowns about candidates. Because the Sutton Group works closely with manufacturing firms that use AI and machine learning, they had a hunch that there may be recruiting technology companies that also leverage AI and data to discover, target, and engage better talent. Immediately after seeing the ENGAGE Talent solution, the selection team at the Sutton Group knew they had found the right solution for their needs.

### The Selection

“The speed at which we can find quality candidates using ENGAGE is unprecedented. It is a solution designed by recruiting experts for recruiters with an intuitiveness and ease-of-use I have never seen before in the market.” Kevin Sutton