



## Summary

Constantly struggling with how to market to larger companies with preferred vendor lists, employment services firm The Right Staff began listing candidates on HotGigs.com.

As a direct result, The Right Staff landed an account it had been trying to win for three years.

In addition, the HotGigs online staffing exchange has generated a few new client leads for them every month since.

*"HotGigs.com helps us reach managers within new client sites that we would never have known about. They use the HotGigs.com network to search and preview profiles of our available consultants and then contact us when they're interested in engaging them. We've been getting approximately one new request for our staff each week."*

**Ted Chalupsky, The Right Staff owner**

### Success Scenario:

For three years, The Right Staff tried to establish a relationship with UnitedHealthcare (UHC), one of the Twin Cities largest employers and a noteworthy client to have on any firm's resume. The Right Staff was unable to become an approved vendor in UHC's Vendor Management System (VMS) which also prevented them from contacting internal managers to either seek open requirements or to market their services.

The common response from the VMS team at UHC was, "We're doing a vendor review next year and will call you if we need you," which didn't give The Right Staff a sense they were making any progress with UHC.

Within 2-3 months of marketing their contract candidates on HotGigs.com, The Right Staff received a request for several of their firm's resources from the internal hiring managers and procurement team at UHC (which uses HotGigs to search for alternative firms and talent when their preferred vendors fail to meet their needs).

Within an hour of receiving the resource request from UHC, The Right Staff was on the phone with the procurement team, arranging for the resources to get started and within the week were added to the VMS program at UHC. The Right Staff now has access to all UHC contract opportunities and is an active part of UHC's approved vendor program.

### HotGigs Gets Results

Listing candidates on HotGigs.com provides The Right Staff with exceptional marketing and retention advantages:

- The Right Staff added an estimated \$100,000 in revenue from new clients acquired on HotGigs in first year
- HotGigs.com provides increased exposure for The Right Staff's candidates
- HotGigs.com broadens marketing opportunities for The Right Staff to acquire new company and candidate leads
- The Right Staff boosts business growth with two to three new client leads per month on average

### About The Right Staff – HotGigs subscriber since 2004

- Full service employment services firm based in Minneapolis
- Places candidates on projects, projects-to-hire or direct hire basis
- Committed to finding the right positions for candidates
- Committed to offering the best candidates for client companies
- Staff members average 10+ years in recruiting, staffing and workforce planning
- Personal attention to candidates and companies

### About UnitedHealthcare – HotGigs user since 2004

- Provider of consumer-oriented health benefit plans and services
- Serving 25 million individual consumers nationwide
- 500,000+ physicians and care professionals and 4,600+ hospitals in the U.S.
- Part of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 company