

CASE STUDY

# From Pivot to Profit: Creating a Thriving VMS Offering

Like many staffing companies, EDGE Services found itself at a crossroads with VMS. Could it compete within VMS boundaries to deliver the high-quality financial services consultants the firm is known for – or was it time to walk away from VMS?

## The Need

EDGE's high-touch, highly consultative model was not converting well in VMS. Despite investing maximum time, resources and effort, its VMS scores were mediocre. To profitably serve clients through VMS programs, EDGE realized it needed to refine and optimize its approach.

## The Challenges

- ✓ **Strategy**  
Adapting a highly consultative approach to VMS
- ✓ **Speed**  
Reducing bottlenecks and slowdowns to improve scores
- ✓ **Limitations**  
A lack of 24-hour sourcing resources
- ✓ **Urgency**  
Elevating VMS as a business priority and area of focus

## The Solution

After more than two years of partnership with 247Hire for sourcing, EDGE tapped 247Hire to analyze and optimize its VMS offering.

Comparing EDGE's recruiting processes with VMS scorecard results, 247Hire identified several areas for VMS improvement.

- 01 Eliminating requisition bottlenecks:**  
Rather than carefully submitting requisitions to 247Hire's offshore team, removing internal sorting activities and sending all requisitions directly to 247Hire improved speed and fulfillment times substantially.
- 02 ATS prioritization:**  
A simple adaptation to EDGE's ATS allowed 247Hire to launch into search and sourcing mode immediately.
- 03 Tying compensation to VMS scores:**  
Linking compensation to VMS scorecard results elevated VMS as a business priority with increased internal focus and commitment.



## The Impact

With 247Hire, EDGE was able to leverage around-the-clock sourcing and flexible, scalable offshore solutions for impressive results. EDGE's response speed accelerated from 7.11 days to less than 12 hours (0.47 days), with overall scorecard gains leaping 262% from 35.8% to 93.7% in six months. Recruiting quality also improved, as candidate acceptance rose from 74% to 93%.

As John Ferrone, VMS Manager, EDGE Services says, "Every category of VMS scorecard performance has improved dramatically since optimizing our recruitment management process with 247Hire ... We have continued long-term client VMS relationships while gaining new ones due largely to our increased speed and productivity."

After implementing 247Hire's recommendations, EDGE dramatically improved scorecard performance in every metric and maintained premier vendor status. Together with 247Hire, EDGE was able to create a highly competitive VMS solution, one that would not have been possible otherwise, according to Scott Koenig, Senior Vice President at EDGE Services.

"We were at a critical crossroads with VMS. Could we take the steps needed to increase our competitiveness in the VMS space? With 247Hire's optimization of our recruitment management process, the answer was a resounding 'yes.' Today VMS is a thriving and profitable part of the EDGE offering."

**Scott Koenig**  
Senior Vice President, EDGE Services

**262%**

SCORECARD INCREASE

**93%**

CANDIDATE ACCEPTANCE

**12**

< 12-HOUR RESPONSE SPEED

## The Pressure Is Off

At 247Hire, our mission is simple: empower you to achieve more.

Contact us today at [sales@247hire.com](mailto:sales@247hire.com) or [630-686-0100](tel:630-686-0100) to fast-track your VMS success.