

ZOOMINFO CASE STUDY

Tristaff Finds Better Candidates Faster with ZoomInfo PowerSearch

“The ROI on **ZoomInfo** is evident from the number of successful placements we have made as a direct result of using the tool.”

- Susan Bernstein, Director of Technical Recruiting, Tristaff



The Results.

- Reduced sourcing time with the ability to find highly-qualified, passive candidates quickly and easily
- Quickened the reference checking process by researching and locating candidate references
- Identified new business opportunities with access to target companies and the decision makers in those companies

The Company.

Founded in 1971, Tristaff is a premier full-service staffing and executive search firm headquartered in San Diego. Over its history, Tristaff has successfully placed thousands of professionals on local, regional and national searches for a distinguished clientele, including HP, Intuit, Sony and Sun Microsystems.

The Situation.

Tristaff attributes its longevity and success to its reputation for consistently delivering quality candidates that keep clients coming back. Tristaff boasts a 33% faster resume submission and candidate acceptance over other recruiting firms. To maintain its competitive edge and to deliver continued value to clients, Tristaff needed a tool to source candidates with very specific backgrounds and skills sets and to do it quickly.

The ZoomInfo Difference.

Tristaff has been using ZoomInfo PowerSearch to source highly-qualified candidates since 2004. Tristaff was immediately impressed by the ability of ZoomInfo PowerSearch to pinpoint candidates who met very specific criteria.

ZoomInfo PowerSearch has also helped in uncovering the hard-to-find candidates who are perfect matches for a specific job but who aren't currently looking for a job. Tristaff is able to tap into ZoomInfo's detailed people profiles to engage passive candidates in conversation by using ZoomInfo's information on the professional to help warm up the call.

ZoomInfo PowerSearch has proven particularly effective in filling managerial positions by allowing Tristaff to search for companies in a particular industry and then identify the people working in that industry, narrowing the search down to desired titles and geography.

Beyond researching and identifying candidates, Tristaff also uses PowerSearch to research and locate candidate references, which is a big part of a successful placement. In addition, PowerSearch has helped Tristaff research and expand its client base, with access to target companies and the decision makers within those companies.

Even better, Tristaff has found that PowerSearch's intuitive user interface, which is continually improving, has made using the tool quick and easy.

About ZoomInfo.

ZoomInfo is a business information search engine used to quickly find information about industries, companies, people, products and services. ZoomInfo is used by sales and marketing professionals to identify business opportunities, by recruiters to locate talent, and by anyone conducting in-depth research about products, services and businesses. ZoomInfo's semantic search engine continually crawls the Business Web – the millions of company Websites, news feeds and other online sources – to identify company and people information which is then organized into fresh, comprehensive and objective profiles. ZoomInfo currently has profiles on over 45 million people and 5 million companies, and its search engine adds more than 20,000 new profiles every day.