

ZOOMINFO CASE STUDY

Wachovia Corporation Relies on ZoomInfo PowerSearch to Uncover Hard-to-Find Talent

“The most important, as well as most difficult, aspect of my position is to find enough qualified candidates from which to recruit.... Now I turn to **ZoomInfo** as the first step in any search, because the results I get are so broad, as well as targeted. I think the completeness of the **ZoomInfo** profiles is something that can't be found anywhere else.”

- David Ivester, Director of Research, Executive Search Group



The Results.

- Increased candidate pool with access to lists and information on highly-qualified passive candidates with 40% of candidates coming directly from ZoomInfo
- Reduced research time with in-depth profiles on companies and candidates
- Improved ability to search for candidates with very specific background and qualifications
- Improved network for successfully fulfilling future job openings

The Company.

Wachovia Corporation is one of the nation's largest diversified financial services companies, providing a broad range of retail banking and brokerage, asset and wealth management, and corporate and investment banking products and services.

The Situation.

Wachovia's Executive Search Group is responsible for managing dozens of hard-to-fill executive searches every year. In fact, in just one year, the company filled more than 25 CXO-level positions. Part of Wachovia's recruiting strategy is to research companies and individuals in order to identify passive candidates who might be the right fit for the company. The most challenging part, of course, is finding enough qualified candidates from which to recruit. In order to succeed in this effort, Wachovia needed access to broad, targeted, accurate lists of qualified candidates and the ability to quickly sort them based on specific criteria.

The ZoomInfo Difference.

With ZoomInfo PowerSearch, Wachovia can research companies and professionals to find talent. The company has used ZoomInfo in many executive searches. It's become a first step in any search, as nearly 40% of Wachovia's candidates come from a ZoomInfo search.

With PowerSearch, Wachovia can quickly and accurately search through millions of employees and companies based on specific requirements. For example, Wachovia can conduct a ZoomInfo search by job title, with key word variations, and sort the results by company, to find a passive candidate with the exact type and level of experience they're seeking for a specific position.

Wachovia also takes advantage of the reference site links that ZoomInfo provides with all of its summaries to delve deeper into its research on companies and candidates.

Access to industry talent also allows Wachovia to build lasting relationships with top prospects in their industries, improving their networking circle for when future job opportunities arise at the company.

About ZoomInfo

ZoomInfo is a business information search engine that 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.