



## Swoon

### Case Study: Expanding Our Expertise

When you work with a recruiter, you want one who understands your industry. One who has the pulse of the market and can deliver the best talent in the shortest amount of time. It's not enough to have the deep pools of talent and a rigorous process for selecting, you have to be able to speak the language, and that can only come from experience within the industry, or so we thought.

#### The Challenge

One of our longtime clients (a Fortune 10 company), impressed with our performance, approached us for help finding candidates for positions we didn't specialize in. We thought why not give it a shot, if nothing else we'd learn more about ourselves in the process. Then we rolled up our sleeves and got to work.

#### The Swoon Solution

We applied our proven staffing model to this problem. We talked with talented people and got to know more about the working environment, culture and processes of the offices we served. We identified exceptional candidates with the skills and experience needed, as well as the personalities and motivations that would make them a good fit.

A lot of the trust we've built with our clients has come from understanding not just the skills and experience they need, but the right people to round out their successful teams.

#### Outcome

They presented us with an Excellence Award for staffing not only in Technology, but also in HR, Legal, Creative, and Administrative. So we decided it made sense to build off our model and expand our expertise.

Swoon has seen great response from clients. We started this new endeavor with only three recruiters, but the team has grown exponentially to cover the growing demands of the companies we serve.

#### About Swoon

We are recruiters with an unorthodox method and a proven track record of temporary and direct hire placements. Through an approachable method to recruiting we get to know our clients and candidates then connect the best and the brightest with fortune 1000 companies nationwide.

At Swoon we take pride in our process—and in the recognition we've received for what we do.

2015 & 2014 Best Staffing Firm to Work For (Staffing Industry Analysts and Monster.com)

2014 Best Places to Work (Chicago Business Journal)

***Are you ready to be Swoon'd?***

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