



## 2023 CLIENT CASE STUDY

### YOUR PROSPECTS OVERVIEW:

## DND Travel Co.

### EXECUTIVE SUMMARY

Company: Insight Global

Type: Private

Industry: Staffing & Consulting

Headquarters: Atlanta, GA

Number of Employees: 5,000

Website: [www.insightglobal.com](http://www.insightglobal.com)

DND Travel Co. is a leading travel products company founded in 2019 out of Boston, MA. Their inventory consists of large and small suitcases, travel totes, backpacks, beach bags, fitness bags, diaper and baby bags, golf club protective travel bags, and multiple other small items – all targeted to make your travel experience easy, safe and organized from the time you pack to the time you unpack. Hence, the name DND Travel (Do Not Disturb Travel). Due to the pandemic and an uptick in use of social media across consumers, they have experienced an immense amount of revenue growth, specifically in 2023.

Because of this, DND Travel Co. has plans to enhance their customer and consumer experience to stay on pace with current consumer demand, as well as prepare for additional demand and new product demand and new product releases coming in 2024. DND's creative and digital marketing, Ecommerce, social media, and user experience teams were approved a \$4,000,000 budget for hiring new employees to meet the demands and to enhance consumer experience across their website and mobile application, as well as to drive their product enhancements through their social media platforms and creative digital marketing strategies.

The Chief Marketing Officer, Sam Wilson, and VP of Consumer Experience, Alex Smith, are looking to hire 35 new employees to their respective teams. These hiring demands include additions to their customer service team; their website and mobile application user technical team; their Ecommerce, social media and marketing teams; as well as hiring a new Creative Director to help oversee the goals and strategy from a "boots on the ground" perspective.

This is where Insight Global steps in.

### How You Get Involved:

You have not had any luck cold calling both Sam and Alex, so you decided to proactively set a meeting via email. Chief Marketing Officer, Sam Wilson, responds to your email agreeing to meet with you on Friday, November 10<sup>th</sup>, to learn about Insight Global and how your team could bring value in helping DND Travel Co. with their current and future hiring needs.

## **Business Opportunity:**

The Chief Marketing Officer, Sam Wilson, and VP of Consumer Experience, Alex Smith, are looking to hire new employees to 4-5 different teams at DND Travel Co. Usually, you would not work with a “start-up” due to budget constraints and hiring demand they may have, but after learning they have a budget of \$4,000,000 to hire 30 employees before the end of the year, you decide it is worth reaching out to each of them in hopes to set a meeting, learn about their hiring needs, and see if Insight Global can step in to help with the demand of hiring Sam and Alex have.

## **Business Need:**

### ➤ 30 open positions

- [Website](#) & [Mobile App](#) Developers (5)
- [UI/UX User Experience Developers](#) (10)
- [Customer Service Representatives](#) (15)
- [Content](#) & [Social Media](#) Managers (2)
- [Digital Marketing Managers](#) (2)
- [Creative Director](#) (1)

### ➤ Total budget of \$4,000,000

- Split between contract-to-hire (30) and permanent (5) hiring needs

**\*\* See “[NISC 2023 – Client Budget Breakdown](#)” in Shared Site for details of entire budget \*\***

## **Pain Points:**

- Sam Wilson is the only employee who is responding to meet with you.
- Timeline to hire all 30 employees is before end of year.
- Because DND Travel Co. is a small company, they do not have the internal resources to hire in the timeline needed.
- You need to give an overview of Insight Global’s staffing services and overall partnership capabilities.
- To use your services, you must show how a partnership with Insight Global is within budget.
- You need to learn who will be managing these new hires, who approves budget for hiring and who approves staffing agencies.

# CHARACTERS

**You** – Account Manager

**Sam Wilson** – Chief Marketing Officer (CMO)

**Jessie Smith** – VP of Talent Management

**Alex Johnson** – VP of Consumer Experience

## ROUND 1: Sam Wilson, Chief Marketing Officer

Sam responded to meet with you at the time you suggested in your meeting request email. In the email, Sam let you know they have attempted to use smaller, local staffing firms before, but have yet to be impressed with the performance and partnership provided. Because DND Travel Co. is still considered a “start up” company, they have a very close nit team and are very cautious about spending budget when it comes to hiring.

The goal for your meeting with Sam Wilson is to:

- Understand the types of positions we could help DND Travel Co. with.
- Understand the timeline & budget breakdown of his/her current hiring needs.
- Understand who the stakeholders are for approving you to help DND Travel Co. with staffing.
- Explain why Insight Global can provide the partnership he/she needs.
- Provide an overview of Insight Global’s resources & process available to DND Travel Co. if approved.
- Close by confirming an introduction with the Vice President of Talent Management, Jessie Smith.

## ROUND 2: Jessie Smith, VP of Talent Management

At the end of your meeting with Sam, he/she told you that the next stakeholder you need to meet is Jessie Smith, the VP of Talent Management. Jessie oversees all hiring efforts, ensures hiring timelines are on track, oversees hiring budget spend, and approves all outside vendors (staffing firms) to work with DND Travel Co. It is crucial to have Jessie agree that you will bring a benefit to partnering with his/her current hiring team, and DND Travel Co. as a whole, to get the necessary approval to work on this current staffing opportunity.

The goal for your meeting with Jessie Smith is to:

- Brief recap what you learned in your 1<sup>st</sup> meeting with Sam Wilson.
- Confirm budget & hiring needs.
- Provide the overview of Insight Global’s resources available, specifically to hiring process & budget.
- Provide a detailed overview of DND’s allocated budget spend based on positions per position.
- Learn the responsibilities of each position Alex is looking to hire for.
- Confirm hiring goals for this & future opportunities potentially available if you are approved.

## ROUND 3: Alex Johnson, VP of Consumer Experience

Now that you have Sam Wilson and Jessie Smith on board with potentially bringing you on as a staffing partner and approved vendor at DND Travel Co., you must meet Alex Johnson, VP of Consumer Experience. He/she will be the most important partnership you have because he/she oversees the entire team you are looking to help hire, as well as for future opportunities as their company continues to grow.

The goal for your meeting with Alex Johnson is to:

- Brief recap what you learned in your 1<sup>st</sup> meeting with Sam Wilson & 2<sup>nd</sup> meeting with Jessie Smith.
- Learn the responsibilities of each position Alex is looking to hire for.
- Confirm timeline of interview & onboarding process for each position.
- Provide a detailed overview of DND’s allocated budget spend based on positions per position.
- Prove to Alex how Insight Global will stay within budget & timeline of hiring.