

Case Study | Crawford Thomas

Recruiting × XeroVi AI

Turning a Stalled Pipeline into a High-Velocity Revenue Engine—in Just 90 Days

Key Metrics at a Glance

Metric	Before XeroVi AI	After 90 Days with XeroVi AI
Candidate Placements	10	39 (+290%)
New Revenue	—	\$123,039
Email Reply Rate	3.2% (industry avg.)	8.4% (2.6× higher)
Meeting-to-Placement Conversion	—	83%
PPC Ad Spend	Heavy drain	\$0





Sales-Team Morale

Burnout

Re-energized

The Growth Challenge

About Crawford Thomas Recruiting

Crawford Thomas is a nationwide staffing firm trusted by Fortune 1000 manufacturers to deliver precision-skilled talent. But despite its sterling reputation, the firm's **manufacturing vertical was losing momentum:**

- **Rising time-to-hire** with too many stalled conversations.
- **Pipeline bottlenecks**—only 10 placements the prior quarter.
- **Mounting PPC spend** with little ROI.
- **Sales team burnout**, wasting hours on hammer-dialing and scattershot outreach.

The firm needed a **repeatable, insight-driven system** to reignite conversations, convert meetings into placements, and reclaim profit margins—fast.

XeroVI AI Solution: A Pain-Point-Driven Outreach Engine

1 | Pinpoint the Pain

- Labor shortages in **precision-skilled roles**.
- **Drawn-out hiring cycles** inflating costs.





- High turnover from **poor job-fit** candidates.
- Messaging that wasn't landing—prospects weren't "hearing" Crawford Thomas's value.

2 | Automate with Empathy

- **Hyper-personalized email cadences** mapped to each prospect's frustrations.
- **Calibrated questions** designed to spark high-value replies.
- **Continuous AI-driven copy testing** lifted relevance and reply rates.

3 | Streamline Lead Management

- **AI-powered reply scoring** flagged urgent, revenue-ready prospects.
- **Seamless routing to recruiters**, eliminating inbox chaos.
- **Real-time dashboards** spotlighted "ready-to-close" opportunities, aligning recruiter focus.

90-Day Impact

- ✓ **39 placements** (+290% growth)
 - ✓ **\$123K in new revenue** with **\$0 PPC spend**
 - ✓ **8.4% reply rate**—more than double industry average
 - ✓ **83% of booked calls converted to placements**
 - ✓ **40% workload reduction** for recruiters → sales burnout eliminated
 - ✓ Entire **PPC budget reallocated to profit**, zero dependence on ads
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Client Voice

"Xerovi AI lit a fire under our manufacturing vertical. Their pain-point emails didn't just get replies—they landed meetings with buyers we'd been chasing for months. We closed 39 hires in a single quarter, and our recruiters are thrilled."

— **Mike Milton, VP of Sales, Crawford Thomas Recruiting**

Why Xerovi AI Works

- ♦ **Revenue-First Analytics** → Surfaces prospects most likely to scale
 - ♦ **Buyer-Centric Messaging** → 1-to-1 relevance at 1-to-1000 scale
 - ♦ **Impact Without Spam** → Cold prospects converted into booked interviews & booked revenue
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Ready to Multiply Your Placements?

Imagine adding **+290% placement growth**—without hiring more recruiters or sinking another dollar into ads.

 **Book a 15-minute strategy call with Xerovi AI today.**

 **Xerovi AI Automations | www.xerovi.com | info@xerovi.com**

