

# HR SERVICES & TALENT ACQUISITION CASE STUDY

Our client is a leading talent management and HR Services company having multiple offices across India. It deals with both IT & non-IT staffing, talent acquisition and talent management practices for Medium to large business.



GTM Pilot's AI SDR helped an HR services firm move from cold LinkedIn outreach to warm, engagement-driven outbound, generating **₹1.6 Cr** in annual revenue without scaling SDRs.

## BUSINESS CHALLENGE

The client wanted to scale pipeline for their Talent Management and Strategic HR Outsourcing division, but faced several constraints:

- Outbound was heavily saturated in the HR services market
- Limited budget for paid acquisition
- Traditional LinkedIn outreach felt too cold and generic
- Manual SDR-led research and follow-ups were time-intensive and inconsistent
- Leadership wanted predictable meetings, not just replies

They needed a way to:

- Reach decision-makers directly
- Improve response quality without increasing SDR headcount
- Generate revenue using organic, outbound-led growth

## WHY THEY CHOSE AN AI SDR APPROACH

Instead of scaling SDRs or running high-volume LinkedIn automation, the client opted for an AI SDR system that could:

- Research prospects deeply before outreach
- Build familiarity on LinkedIn before pitching
- Automate follow-ups and response handling
- Let sales teams focus only on qualified conversations

This aligned with GTM Pilot's "Digital Relationship Builder" approach.

## GTM PILOT AISDR-APPROACH

Campaign Duration: 10.5 Months

Primary Channel: LinkedIn (with structured follow-ups)

- **ICP & Persona Mapping:** Identified HR decision-makers & segmented them by Industry & Role Seniority.
- **AI-Led Prospect Research:** For each prospect, the AI SDR analyzed role and company context, LinkedIn profile tone and recent activity.
- **Engagement Before Outreach:** Instead of immediate pitching AI SDR engaged prospects via: Profile visits, profile follow, post reactions & contextual post comments, followed by connection requests.

## GTM PILOT AI-SDR - APPROACH

- **Contextual Outreach:** Hyper-personalized LinkedIn messages based on, value delivery, Prospect role & Prior engagement history.
- **Intelligent Follow-ups:** AI-driven follow-ups adapted based on Responses, Silence & Interest signals.
- **Response Management & Qualification:** Incoming responses were automatically classified into: SQL, Soft SQL, MQL & Not Interested.

## WHAT MADE THE DIFFERENCE

What impressed the client most was not just volume, but:

- Consistency of message quality
- Clear qualification before meetings
- Reduced dependency on manual SDR work
- Predictable, repeatable outbound motion

### Outreach Metrics

- **4,231** LinkedIn connection requests sent
- **52.1%** connection acceptance rate
- **9,761** messages delivered

### Conversion Metrics

- **13.7%** response rate (high-quality, intent-led replies)
- **479** positive responses & 169 meetings booked (SQLs & Soft SQLs)
- **26** prospects converted into customers

**₹1.6 Cr added to annual business revenue**

## KEY TAKEAWAY

By replacing cold, volume-led outreach with an engagement-first AI SDR system, the client was able to:

- Generate **high-quality meetings** organically
- Scale outbound **without increasing SDR headcount**
- Convert conversations into **real revenue**