



CASE STUDY



Lexipol Hires CSMs in Less Than 25 Days With Betts Connect's Just in Time Inventory System

THE CHALLENGE:

Lexipol needed to hire a team of CSMs in Frisco, Tx.

Lexipol is a company that provides solutions for professionals in public safety and local governments, nationwide. Lexipol first started working with Betts 3 years ago, and they've hired over 30 people through the Betts ecosystem during that time.

As Lexipol continued to scale, they sought a more economical way to grow their business. Hence, after partnering with Betts for full-service recruiting services, they started using the Betts Connect platform to hire top talent in less time.

When the media team needed to hire a team of customer success managers (CSMs) in Frisco, Tx, they turned to Connect. However, when they first reviewed Connect, they realized that there wasn't a ton of CSM talent readily available in Frisco on the Connect platform.

As Ruth Ellen Heaton, Director of Customer Success at Lexipol, stated, *"I needed a unique set of skills and had a rather tight turnaround to find and hire several experienced Customer Success Managers with proven experience managing client relationships in a rapidly growing environment."*

Thus, Betts knew that this would be a perfect use case for Connect's Surge offering and Just in Time Inventory of candidates.

KEY TAKEAWAYS FROM THE LEXIPOL AND BETTS PARTNERSHIP

- Ruth Ellen built an entire CSM team in Frisco, Tx, using Betts Connect
- Lexipol hired 7 CSMs in just 4.5 months with Betts
- Average time to hire for CSMs was just 25 days when using Just in Time Inventory

"The Betts team worked with me, helped me utilize Betts Connect and ensured that I found all the people I needed to have a successful team."

RUTH ELLEN HEATON

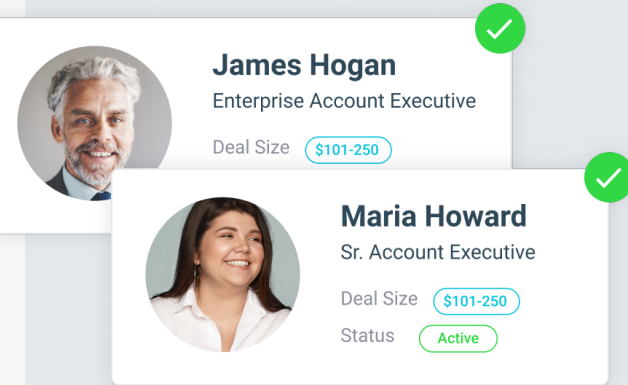
DIRECTOR OF CUSTOMER SUCCESS
& MEDIA AD OPERATIONS, LEXIPOL

THE SOLUTION:

Lexipol Media hires 7 CSMs with Betts Connect's Just in Time inventory and Surge offering.

The Betts team first met with Ruth Ellen to understand what she was looking for when building her team of customer success managers. She explained that each CSM needed to be located in the Frisco area so that they could come into work at the office. After fully understanding her requirements, the Betts team determined that she was a perfect fit for Connect's Just in Time inventory system of candidates and their Surge offering.

By leveraging the Just in Time inventory system, the Betts AI engaged passive candidates in Frisco, Tx, who met Ruth Ellen's ideal profile. **Connect's Just in Time system only engages candidates when there are jobs in their area that fit their profile and needs. Hence, the candidates added via the Just in Time system are engaged and highly likely to respond to interview requests.** For example, Lexipol was able to make 3 placements alone, with an average time to hire of less than 25 days, from the Just in Time inventory system in Connect.



WHAT'S BETTS CONNECT?

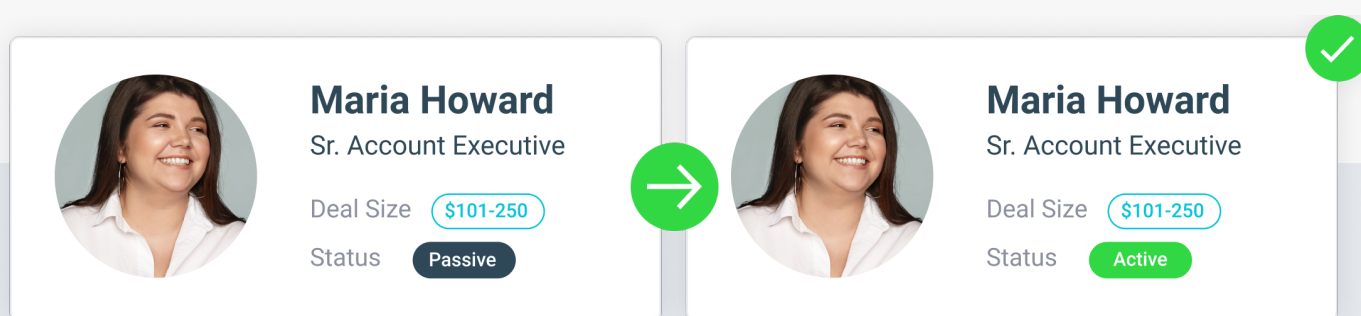
Betts has spent 11 years building relationships with the world's most innovative companies and professionals, and for the first time ever, they're giving companies access to this network with Betts Connect.

Connect enables people to search through a network of vetted go-to-market professionals actively looking for their next opportunity and make better hires, faster. In addition, their Surge offering pairs access to Connect with a personal recruiter who can help with sourcing hard to find talent.

Furthermore, their Just in Time Inventory system engages passive candidates in areas where people are looking to make hires. Thus, Betts Connect ensures that companies can always make the right go-to-market hires no matter where they are or what their needs may be.

In addition, Lexipol purchased a surge recruiter, a subscription-based recruiter, to help them fill the rest of the positions in Frisco, Tx. The Surge team goes outside of the Connect database to find candidates that match Ruth Ellen's requirements.

Furthermore, every candidate on Connect was screened by the Betts team prior to getting a profile on the platform, which allowed Lexipol to skip the phone screen and jump right into interviewing their chosen candidates. Consequently, Ruth Ellen was able to find 4 more candidates that she needed to round out the CSM team with the help of Surge.



WHAT'S JUST IN TIME INVENTORY?

For more than a decade, Betts has built relationships with hundreds of thousands of candidates, and on Connect, they only activate candidates when job locations and requirements match their candidate's locations. Just in Time inventory refers to the ability of Betts AI to reactivate these candidates automatically when clients open jobs on Connect. This is achieved through the Connect AI, which engages in-active, or passive, candidates by highlighting new jobs open in their location or area of expertise. As a result, the Just in Time system ensures that companies can be matched with highly responsive candidates that match their unique hiring needs.

RESULTS:

Lexipol sees an average time to hire of 25 days using Betts Connect.

By utilizing Connect, Lexipol was able to hire 7 CSM candidates within 4.5 months in Frisco, Tx. When Lexipol leveraged a Surge recruiter, they were able to make 4 hires in just 2 months. **Also, with the Just in Time Inventory system of candidates, Lexipol hired 3 people with an average time to hire of less than 25 days per CSM.**

Thus, she was able to save precious time and hire better people with Connect's help. Plus, Lexipol was able to see ROI on their hiring with just the CSM team and is currently working on 4 other searches through Connect.

"I can't say enough good things about the effort Lamar and her team put in to find me the quality, pre-screened candidates I needed. I am a very happy client in Frisco, TX."



RUTH ELLEN HEATON

DIRECTOR OF CUSTOMER SUCCESS
& MEDIA AD OPERATIONS, LEXIPOL



ABOUT LEXIPOL

Lexipol empowers first responders and public servants to serve their communities safely and responsibly. They provide state-specific solutions that combine the impact of information with the power of technology to serve professionals in public safety and local government.

From recruiting high-quality personnel to reducing risk, improving safety, and delivering effective training, leaders in the public sector face unprecedented challenges. Lexipol provides resources to meet these needs, helping leaders understand evolving issues, operate consistently and achieve organizational excellence.



Interested in learning more about Connect? [Schedule a demo today!](#)