How BTG Grew Their Business by 3x with CEIPAL

Within one year of adopting CEIPAL, Business Technology Group (BTG) was able to grow by 3x. How? Because CEIPAL’s AI-powered platform empowered BTG to increase close rates by 30%, improve recruiter productivity, and invest +80% savings in client relationships.

BTG Company Profile

BTG is an independent, values-driven IT consulting and staffing firm serving Florida with rapid expansion across the United States. We focus on delivering long-term value through ethical and innovative partnerships with our clients, candidates, and consultants so that we can all grow together.

Learn more about BTG here.

I. Introduction

Founded in 1995, BTG has been making placements since the first ATS was created. As an established provider of talent, BTG relied on one of the best-known legacy ATS platforms available on the marketplace today. And yet, they consistently found that the technology was disappointing.

We talked to Stacey Edmond, Director of Recruiting at BTG, to learn more about BTG’s challenges and what solutions they needed.
II. BTG’s Challenge

1. **Price for Value.** The first problem with BTG’s ATS was its price. Stacey found herself locked into a +1 year contract with a hefty price per license fee and no flexibility. Plus, every extra integration BTG requested came at an additional cost.

   “As a mid-sized company, we couldn’t justify these costs,” Stacey explained. “We wanted to increase our company value, and this ATS wouldn’t let us do that.”

2. **Business Intelligence & Data Management.** Stacey’s previous ATS failed to deliver comprehensive business analytics that would facilitate the company’s growth. Stacey explained that she could not track internal metrics on company-wide productivity, nor could she run reports based on her team’s KPIs. “With no way to measure our performance, we had no way to improve,” said Stacey.

   What’s more, Stacey’s team had to manage all data updates manually. Her recruiters spent hours uploading resumes and ensuring all candidate information was accurate. This lack of automation inhibited productivity, which in turn inhibited growth.

3. **Product Functionality & Capabilities.** Finally, Stacey explained that her team of recruiters needed a few key feature capabilities to be productive. Seamless job board integrations were key, along with automatic candidate engagement & follow up. The ATS they were using severely handicapped these capabilities.

   Stacey said that their previous system only offered an integration with one job board—all others came at a price—limiting their talent pool. What’s more, their candidate engagement features lacked automation. “Our previous CRM was only fulfilling our basic needs,” Stacey said. “It wasn’t helping us grow.”

II. Exploring Artificial Intelligence

Stacey knew that to achieve their business goals, BTG needed a change. They began exploring the most innovative solutions in recruitment today, and soon discovered CEIPAL’s AI-powered platform.

Stacey and her team had never used AI before. To test its capabilities, they conducted an experiment. First, with their old legacy system, they searched for candidates that fit a client’s requirements. Then, keeping those candidates on file, they conducted the same search using AI.
“We were able to see that the AI made a huge difference in the caliber of candidates we were identifying and how closely they matched our clients’ positions,” Stacey said. “After that, our team trusted the AI and CEIPAL completely.”

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**Once you use CEIPAL’s artificial intelligence, you won’t go back. It saves time and money while helping build better relationships. My team and I trust the AI completely.**

— Stacey Edmond, Director of Recruiting, BTG

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**III. How BTG Grew Their Business by 3x with CEIPAL**

1. **Increased Recruiter Productivity.** CEIPAL also enabled Stacey to make her every one of her recruiters more productive and efficient. With built-in & customizable industry reports, interactive dashboards, and comprehensive analytics, CEIPAL empowered Stacey with a data-driven approach to her team and its performance.

   “CEIPAL’s Business Intelligence helps us identify recruiters who are struggling so we can target our training,” said Stacey. “This has helped us increase productivity across the board and close more deals.”

2. **Increased Close Rates by 30% with CEIPAL’s AI.** Finally, CEIPAL’s artificial intelligence was a game-changer for BTG. Leveraging features like AI-powered candidate matching & ranking, automatic candidate sourcing, and more, BTG was able to make higher quality submissions in less time.

   In fact, CEIPAL’s artificial intelligence helped BTG’s recruiting team increase their placements by 30% over the first year. “We were able to see the difference in the caliber of candidates we sourced with AI,” said Stacey. “They matched our clients’ positions much more closely, which led to a higher number of placements.”

3. **Reinvest Cost Savings in Client Relationships.** Stacey’s team was excited by CEIPAL’s low cost ($24 / seat), especially when she saw the value the product delivered. “CEIPAL gave us 5x the functionality of our previous system at a much lower price,” Stacey said. “It’s a better platform, and it was only about 10% of our old ATS’s price.”
The money Stacey saved on her ATS platform she then reinvested in building stronger client relationships and growing BTG’s market reach. This strategy delivered stunning results—within one year of using CEIPAL, BTG had grown 3x.

“If you think that paying a lower price means you’re getting a lower quality product, you’re wrong,” Stacey said simply. “I’ve been in staffing for +20 years and CEIPAL is one of the best tools I’ve ever used. It helped us acquire new clients and grow the overall value of your company.”

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— Stacey Edmond, Director of Recruiting, BTG

IV. The CEIPAL Impact

30% Increase in Close Rates  
3x Company-Wide Growth  
80% Annual Savings

Our team proved to BTG that ATS platforms can by leveraging artificial intelligence, technology can be both cost-effective and high-quality.

Find out how CEIPAL can take your firm to the next level today.