



BUSINESSCASE



About Regiodienst

Regiodienst is a fast-growing employment agency in the world of technology and has four branches: Amsterdam, Alkmaar, Delft and Breda. Founded in 2010 by entrepreneurs [Nelson Jonker](#) and [Martijn de Nijs](#). Especially because Nelson and Martijn saw that technical candidates deserved more attention, respect and the associated reward, they created Regiodienst.

At Regiodienst, the entire team believes in making the right match, always. That is why they are happy to go the extra mile for candidate and client. In this way, they exceed expectations, and they like to do that. Nothing is more fun for them than finding the right technical candidate and then helping him find his permanent dream job in technology. Of course, Regiodienst is also happy to mediate for female candidates!

Regiodienst is active in the following sectors:

- Automotive
- Construction
- Roofs
- Electrical engineering
- Industry
- Installation technology
- Civil engineering
- Metal

Regiodienst primarily focuses on finding work in the region or direct vicinity of where the candidate lives. That is why they are also called Regiodienst (ie regional service). The best partner for finding a permanent job in technology.

Sales need

In order to be able to mediate effectively, Regiodienst always needs an extensive database of candidates and an extensive database of clients. In order to keep these up to date by both numbers and quality, a great many (mainly telephone) contacts are needed. In addition, based on actual needs these efforts should be able to be up- or downscaled. For Regiodienst, this meant that they could actually only deploy their own account managers for this, which is very inefficient. After all, not only are they overqualified for such a task, but it also means that they cannot focus on their core business of mediation and placing candidates. An alternative was to set up their own call team, but this is also expensive and difficult to scale to needs. There was a need for an external partner who could support them quantitatively, without losing sight of quality, and who could also represent Regiodienst by telephone in the right (personal!) way.

Choice for Trinity Sales BV

Regiodienst has chosen to outsource the quantitative preliminary work to Trinity Sales, based on a pleasant collaboration in the past with the management of Trinity. Key words here were flexibility and active participation in order to achieve success. A personal connection also helped a lot. In addition, both companies shared the idea and ambition to start small and quickly expand the collaboration if successful.

Plan of approach

Initially, a limited pilot was started, in which Trinity picked up part of the new inflow of candidates for one location. They were called back and interviewed on the basis of a questionnaire determined by Regiodienst. These conversations showed whether the candidate was suitable, for what and when, and a CV was built up. The account managers got to work on this. Trinity was given access to Regiodienst's systems for a large part of the registration.

Because the results were very good, the pilot was extended and expanded.

Results

Trinity Sales now takes care of multiple workflows for several locations. These consist of various call lists of new and old candidates, as well as approaching companies that may be interested in the offer of technical personnel via Regiodienst. By working together a lot operationally and consulting a lot, the collaboration has been increasingly deepened and improved over time. Trinity's agents currently work seamlessly with the operations within Regiodienst, which means that Trinity Sales, as an extension of Regiodienst, makes an indispensable contribution to the preliminary work required to successfully match candidates. The account managers are also very satisfied with this, because they can achieve their results more easily, efficiently and quickly with the material provided, and spend less time on inefficient preliminary work.

Both parties continue to work on sharpening a collaboration that has everything it takes to last a long time and also continues to have a lot of potential for further growth and expansion!

