



Customer Case Study

The Challenge

As co-founders of a growing recruitment business, Andrew and his team faced challenges hiring and training non-experienced consultants.

The heavy reliance on the founders for training led to inconsistent results and high attrition, with only one in three hires succeeding.

The Solution

By partnering with Hector, Digital Waffle implemented a structured, scalable training program that:

- Provided consistent, accessible training for all consultants.
- Streamlined the onboarding process and reduced dependency on the founders.
- Focused on continuous improvement, with weekly learning sessions for all consultants.

The Result

- Reduced ramp-up time: Time to first 360 deal reduced from **5 months to 2 months**.
- Scaled the team: Grew from 8 to 25 recruiters within 12 months.
- Doubled new clients: New business generated and the number of **new clients doubled**.
- Increased performance: Consultants with less than 12 months experience **generated twice** as much new business compared to the previous year.

Andrew Ward

Co-Founder of Digital Waffle

"Hector has been a game changer. It has helped us scale effectively, providing consistent training and improving our team's performance, all while giving us more time to focus on growing the business."



Key Results After Implementing Hector

- Reduced the time it took their consultants to complete their first 360 deal from **5 months** down to **2 months**
- Grew from **8** to **25** recruiters within a year
- New Business generated with the amount of new clients **doubled**