



Customer Case Study

The Challenge

After a strong year in 2022, Corecom Consulting hit a slower patch in 2023. Business development had dropped off, and the team lacked a consistent approach to winning new clients.

They needed:

- Structured, scalable training to replace their stretched internal sessions.
- A fresh energy boost to reignite performance.
- A system that reduced the reliance on internal resources, but still delivered real, trackable results.

The Solution

Corecom partnered with Hector to revamp their approach to business development training.

Here's what changed:

- Ready-made, high-impact content replaced the need to create sessions in-house.
- Structured BD modules introduced new energy and accountability.
- Hector's tools supported lead tracking, sequencing, and consistency.
- Top contributors on the platform became trusted internal voices, helping drive adoption and team engagement.

The Result

Corecom saw measurable improvements across multiple core performance areas.

It wasn't just about more content. It was about making the right content easy to access, use, and action.

Hector became a catalyst for behaviour change, not just learning.

360 Team Results

- Increased the number of Jobs Pulled from 77 to **118**.
- Qualified meetings went up by **25%**

Delivery Team Results

- Improved the Time To Hire from 32 days to **28 days**.
- CVs sent to 1st Interview ratio decreased from 1.9:1 to **1.65:1**

Jonathan Sanderson

*Managing Director at
Corecom Consulting*

"It's not a silver bullet - using it won't automatically guarantee results. You need to put in the work and follow through.

That said, the Hector team have been incredibly supportive. They made sure we had the right courses, helped us track progress, and constantly looked at the data to fine-tune our approach.."



Key Results After Implementing Hector

- Increased the number of new jobs brought on by **53%**.
- 1st Interview to Placement Ratio decreased from **5.2:1** to **4.8:1**
- Increased the number of client meetings booked by **15%**