

Expected Benefits	Results
1. Process a high number of resumes and be responsive to candidates	<ul style="list-style-type: none"> • MBS has processed 170,000 resumes to date, responding to 100 percent of candidates • Exceeded the 2009 goal of 50 qualified candidates (bundles) sent to the client each day
2. Increase the minimum number of candidates hired from the online Attraction Campaign	<ul style="list-style-type: none"> • 120 percent increase of candidates hired through the campaign
3. Increase the inquiry-to-bundle ratio (number of resumes received / sent to client)	<ul style="list-style-type: none"> • Increased the ratio from 3 percent before outsourcing to MBS, to 21 percent today
4. Increase internet inquiry to hire ratio, which was at 3.5 percent	<ul style="list-style-type: none"> • Doubled the Internet inquiry to hire ratio to 8 percent
5. Expand client relationship beyond the U.S. to Canada	<ul style="list-style-type: none"> • Thousands of resumes have been processed in Canada, which resulted in an increase of 30 percent of hires
6. Become an employer of choice	<ul style="list-style-type: none"> • MBS helped expand the client's diversity initiative, increasing the slate of diversity candidates and number of diversity hires