

# Utilizing Appreciation to Drive Retention & Satisfaction



Vaco delivers critical talent solutions to companies in the areas of consulting, project resources, executive search, direct hire and strategic staffing with expertise in numerous areas including accounting and finance, technology and operations.

Industry	Company Size	Website	Joined Thnks	Thnks Solutions
Staffing and Recruiting	1,001– 5,000 Employees	<a href="http://www.vaco.com">www.vaco.com</a>	March 2020	Customer Engagement

## Use Cases

1

### Strengthen Relationships

Strengthen customer relationships with appreciation in absence of in-person meet-ups

2

### Broaden Opportunities

Generate rapport with current and former candidates to broaden business opportunities

## Solution

With remote work becoming pervasive, Vaco needed a solution to help them connect with their clients, consultants, and candidates while working from home. Kelly decided to leverage the Thnks platform to share digital gestures of gratitude.

By partnering with Thnks, Kelly noted that, "Thnks has helped Vaco pivot by translating in-person experiences into virtual ones." Vaco users love that they can choose items from customized categories and share gestures with multiple recipients at once, without having to manage expenses or reporting for these gestures. Kelly added that, "Our clients love being able to pay it forward by giving the amount to charity. They were very touched by it."

In addition to saving them time and helping them elicit faster response rates, Thnks gestures allows Vaco's Recruiting and Business Development teams to differentiate themselves while checking in with individuals they've placed, and re-engaging with past and prospective candidates.

## After Partnering with Thnks

91%

Thnks Open Rate

39

Offices Onboarded to Thnks Platform

