



*"Sirenum has enabled us to increase sales and improve our profitability several times over. Thank you, Sirenum!"*

*Ruth Purim, CEO*

### Key Benefits

- Increased upselling opportunities
- Better client retention
- 75% lower payroll processing costs
- 80% faster time-to-fill

### ProActive Rail Background

Temporary staffing for transportation and events

Size: 1,000 temporary workers

Location: United Kingdom

Customer Since: 2014

### Sirenum Solutions

Sirenum Scheduling

Sirenum Monitoring

Sirenum Clock

Sirenum Financial

Sirenum Communities

MySirenum

## High-volume temp agency identifies opportunities for growth with Sirenum

ProActive Rail is a leading provider of temporary staff to Greater London area train operating companies. Its platform and customer-facing staff can be seen at stations, depots, stadiums, and more for clients like London Overground, Southwest Rail, and more. During busy periods, ProActive places as many as 1,000 workers across the United Kingdom, primarily focused in Greater London.

ProActive prides itself on providing a high calibre of service and has a hands-on approach to training for all its employees, whether customer service, dispatch, or elsewhere.



## Challenge

Looking for an edge in a crowded market, ProActive needed to refine its operations while evolving its offering. In the fast-paced world of temporary staffing, every second you can shave off business processes can increase profitability.

For Ruth Purim, ProActive's CEO, missing a few shifts could mean a lost client. Plus, for an ambitious agency like ProActive, competitive winbacks are crucial due to how saturated the market is.



Sirenum allowed ProActive to win a contract worth **£100,000** annually

### About Sirenum

Sirenum powers the dynamic workforce. As the leading global provider of cloud-based workforce management technology to temporary staffing agencies, Sirenum provides transformational technology to innovative employers, streamlining the management of tens of thousands of workers across the UK, Europe, and the USA, including organisations in the government, transport and logistics, care, and security and events verticals.

### Solution

Sirenum had already streamlined many aspects of the staff fulfilment and management process at ProActive, expediting payroll, minimising compliance issues, and dramatically simplifying the rostering process. But as it grew and faced continued competitive threats, ProActive needed help in other ways.

Sirenum's solution provided Ruth and others on the executive team with robust reports and dashboards to quickly monitor information like recruitment throughput, compliance violations, and uncovered shifts.

Purim noticed an anomaly among the sales opportunities, and quickly drilled down into the report to identify a pattern of shifts going unfulfilled.

The executive team was able to leverage these insights into a client meeting where they reviewed their performance and client requirements. This is where the opportunity for upselling really came to light.



### Benefit

Purim and her team were able to win a completely new contract worth roughly £100,000 based on this meeting and the information that led to it. On top of that, ProActive has been able to save £80,000 annually from Sirenum's operational impact. Leveraging Sirenum has dramatically increased client retention as it combined hands-on customer service with the ability to anticipate problems with clients.