

How Capstone unified sourcing, outreach, and engagement into one platform

Capstone Recruiting replaced fragmented sourcing, texting, and CRM workflows with Fetch—compressing the path from new job order to real recruiter-candidate conversations.

“The biggest saver for us is time and just aggregating all those tools in just one bucket.”

Will Hieber · Managing Partner, Capstone Recruiting

1 Platform for source, outreach, and engagement	Days From new job order to engaged candidates	First month Submissions that turned into interviews
---	---	---

Will Hieber is Managing Partner at Capstone Recruiting, a boutique healthcare recruiting firm focused on permanent placement. Like many lean recruiting teams, Capstone recruiters work both sides of the desk and need to maximize time spent on the highest-value activity: connecting to qualified candidates.

The challenge: too much time spent building lists, outreach, screening, and managing communication

Before Fetch, Capstone's process was fragmented across multiple systems.

Recruiters were pulling data from different sources, exporting lists, uploading contacts into separate texting tools, pushing information into the CRM, and manually managing outreach across multiple platforms. Before any real outreach even began, hours were lost just organizing, structuring, and making raw data usable.

At the high level, it was just all fragmented.

Will Hieber, Managing Partner, Capstone Recruiting Advisors

The result was familiar to any recruiting team: a lot of effort, a lot of motion, and too much recruiter time spent on people who were never going to turn into real opportunities.

The real bottleneck was not finding names. It was everything that happened after that.

Recruiters still had to:

- Identify viable leads
- Reach out manually or through disconnected systems
- Manage early back-and-forth conversations
- Figure out who was actually interested
- Keep track of interested candidates
- Spend time courting candidates just to determine whether a real conversation was worth having

For any team, that workload adds up fast. Every minute spent moving lists, monitoring replies, or handling repetitive first-touch conversations was time not spent building relationships, working live accounts, and making placements.

As Will described it, the problem was fragmentation everywhere — and that fragmentation made onboarding, execution, and day-to-day recruiting slower than it needed to be.

The tipping point: recruiters needed real conversations faster

Capstone was already using text outreach and saw the benefits of it over email.

What changed was their realization that texting alone was not the solution. The issue was that sourcing, enrichment, outreach, and early candidate interaction were all happening across different tools and workflows.

That meant recruiters were still doing too much manual work just to get from outreach to actual interest.

When Capstone tested Fetch, the team quickly saw that the value was not just sending messages faster.

The value was compressing the entire front end of the recruiting workflow.

The biggest saver for us is time and just aggregating all those tools in just one bucket.

Will Hieber, Capstone

Instead of recruiters having to do all the early sorting and back-and-forth themselves, Fetch helped move candidates through those early stages faster so recruiters could focus on the people who were actually responsive, relevant, and ready for a real conversation.

The solution: from new job order to "let's meet" in minutes

Capstone began using Fetch as more than a texting tool. It became a streamlined workflow layer that combined data, outreach, automation, and early candidate engagement in one place.

Personalized, AI-assisted outreach at scale removes manual front-end work

Instead of recruiters having to individually build and manage every early interaction, Fetch helps generate campaign messaging based on the opportunity and automates the opening layers of engagement.

That matters because those first messages and first responses are where recruiters often lose huge amounts of time.

With Fetch, recruiters are no longer forced to personally manage every initial exchange just to figure out whether a lead is worth pursuing.

It's been a one-stop shop.
Will Hieber, Capstone

Automated early back-and-forth

One of the biggest wins for Capstone was that Fetch could handle multiple rounds of initial messaging automatically.

That means recruiters did not need to sit close to their phones managing reply traffic, answering the same early questions, or manually sorting through every inbound response to identify who might be a fit.

Before

New job order ' create lists ' enrich lists ' organize and structure lists ' send outreach ' find lead ' reach out ' follow up ' screen for qualified candidates ' qualify interest ' schedule conversation

After

New job order ' launch campaign ' meet with engaged candidates

That is the real operational value Capstone saw.

All-in-one platform with one workflow

Fetch also reduced the burden of bouncing between sourcing tools, spreadsheets, CRMs, text platforms, and manual workarounds.

For a small team, that kind of simplification matters — but that time savings scales with size. It reduces friction, shortens training time, and makes execution more consistent across recruiters.

The result: recruiters save massive time and focus on actual recruiting

The most important result for Capstone was recouping recruiter time devoted to connecting with interested, qualified candidates with improved results.

Will emphasizes that Fetch eliminated a large amount of monotonous recruiter work:

- Less exporting and uploading
- Less manual list handling
- Less tool switching
- Less babysitting text campaigns
- Less unnecessary back-and-forth just to figure out who was worth talking to

That time goes back into the work that actually drives revenue: working accounts, building relationships, and moving qualified candidates forward.

In practical terms, Fetch helped Capstone shorten the distance between new job order and real recruiter-candidate conversations.

Instead of spending hours chasing and warming up leads, recruiters can spend more of their time talking to candidates who have already shown enough relevance or interest to justify the next step.

That is a major leverage point for small and large recruiting teams.

And the early validation came quickly: within the first month of the trial, Capstone had already generated submissions that turned into interviews, showing that the workflow was producing real pipeline activity, not just theoretical efficiency.

Final takeaway

For Capstone Recruiting, the value of Fetch is simple: It saves recruiters a massive amount of time by streamlining their processes into an all-in-one platform that maximizes the speed at which recruitment happens.

In that first month of just the trial, we got several submissions to clients that turned into interviews.

Will Hieber, Capstone

No more endless back-and-forth just to find the good leads. No more wasting recruiter hours on repetitive early-stage qualification. No more heavy process overhead just to figure out who is worth a conversation.

With Fetch, Capstone can move much faster from new job order to "let's meet."

Welcome to the next evolution in healthcare recruitment.

Learn more at gofetchdata.com

gofetchdata.com