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Jombone · CEO Playbook

• For staffing agency CEOs · Strategic playbook

## THE HIDDEN REVENUE

# How staffing CEOs convert back-office time into top-line growth

A strategic playbook on the five revenue levers most staffing CEOs under-  
execute - and how Primary Staffing Source captured 20% more  
placements without hiring a single new recruiter or winning a new logo.

PSS

FEATURING THE WORKED EXAMPLE OF

**Primary Staffing Source · Orange, California · Light industrial**

## THE THESIS

# Most staffing CEOs are leaving revenue on the table - and their back office is the reason why

If you run a staffing agency, you already know your operational pain. Manual timesheets, payroll exceptions, invoice delays, compliance gaps. You've costed the back-office burden. You probably have a directional number for the FTE-equivalent hours your team loses each week reconciling spreadsheets and chasing supervisors.

What you may not have costed is the **second-order revenue cost** of that same operational pain. The hours your recruiting team spends on payroll prep instead of fills. The client conversations that don't happen because your front office is doing back-office work. The referral conversations you never asked for. The candidate database you can't operationalize. The marketing motion you don't run because there's no bandwidth for it. The sales prospecting that gets squeezed out by Friday's payroll deadline.

This playbook is about that hidden revenue - the top line you're not capturing because operational drag is eating the capacity that would capture it. The frame is simple: *operational efficiency is half the story. What you do with the recovered capacity is the other half. And most staffing CEOs are not deliberate about the second half.*

## THE CORE CLAIM

When a staffing agency consolidates its operations and reclaims back-office capacity, **the right CEO moves convert that capacity into a 15-25% lift in placements from existing and new clients** - without adding headcount, without changing the sales pipeline, and without winning a single new logo. Primary Staffing Source did exactly this. The playbook below is how.

## WHAT'S INSIDE · 15-minute read

1

**The two-part case for back-office consolidation**

Why the operational case isn't the whole case - and what gets lost when CEOs stop at the FTE savings.

2

**The five revenue levers staffing CEOs under-execute**

Hyper-care, referrals, recruiting velocity, marketing & sales prospecting, AI-assisted operations.

3

**The Primary Staffing Source proof**

How a 150-200 worker California agency converted 60 recovered hours per week into +20% placements.

4

**The CEO diagnostic**

Seven questions to identify where the hidden revenue is sitting in your own agency right now.

## 1 The two-part case for back-office consolidation

## Most CEOs cost the wrong half of the case

Walk into any staffing agency boardroom and listen to the back-office consolidation pitch. It sounds the same everywhere: "We can replace six tools with one. We'll save X hours per week. Payback in N months. Here's the FTE math."

That math is correct. It's also incomplete. **It costs the operational savings. It does not cost the revenue you capture with the savings.** And in a velocity-driven industry like staffing - where the agency that fills the order first wins the order - the revenue half of the case is usually larger than the operational half.

### WHAT MOST CEOS COST

- ✗ Hours saved per week in payroll prep
- ✗ FTE-equivalent back-office headcount reclaimed
- ✗ Payroll exception rate reduction
- ✗ DSO improvement on invoicing
- ✗ License consolidation savings

### WHAT THEY MISS

- ✓ Placement velocity vs. competing agencies
- ✓ Win rate on existing client orders
- ✓ Referral velocity from existing clients & candidates
- ✓ Pipeline generation from re-allocated sales hours
- ✓ Brand & marketing motion the team can finally run

The first column is the cost savings case. The second column is the **revenue capture case**. They aren't the same case. They aren't even the same kind of case. The cost case is a CFO conversation. The revenue case is a CEO conversation.

If you are the CEO of a staffing agency and your team has only built the first column, you have under-priced your platform consolidation by a factor of two or three. That gap - the revenue you would have captured but didn't ask for - is the hidden revenue this playbook is about.

### THE REFRAME

*Operational savings are table stakes. Revenue capture is the strategy. Staffing CEOs who stop at the savings number are funding the platform out of the wrong pocket.*

## 2 The five revenue levers staffing CEOs under-execute

# Five places the hidden revenue is sitting

When Primary Staffing Source consolidated their operations and recovered roughly 60 hours per week of back-office capacity, the team did not redirect those hours uniformly. They concentrated them on five strategic levers - the levers staffing CEOs talk about but rarely fund with real time. Each of the next pages walks one lever, with the PSS proof point alongside.

## 1 Recruiting velocity as a competitive moat

THE FILL RACE

Light industrial staffing is a velocity game. When a client posts a 20-worker order at 7am, the agency that delivers qualified candidates by noon wins the order - even if the rate is 2 percent higher than the agency that delivers at 4pm. Velocity is priced in.

Most staffing agencies cannot run at this velocity because their recruiters are doing back-office work. They are reconciling timesheets, chasing supervisors, fielding payroll questions. The recruiter who could have screened ten candidates by 10am is finishing yesterday's payroll prep at noon. **The agency that consolidates the back office gives that hour back to the recruiter** - and the recruiter uses it to beat the competing agency to the fill.

### PSS PROOF POINT

Primary Staffing Source reclaimed ~40 hours per week of payroll prep alone. That capacity went to recruiting. Result: **+20% in placements, replacements, and back-fills across existing and new clients** - won by placing faster than the agencies they competed against.

## 2 Hyper-care of existing clients

SHARE OF WALLET

Most staffing agencies measure new-logo acquisition. Far fewer measure share of wallet inside existing clients. Yet the cheapest revenue in any staffing agency is the next order from a client who already trusts you. That order costs nothing to acquire. It requires only that someone in your office had time to ask for it - and the operational confidence to deliver it.

**Hyper-care means deliberate, frequent, structured contact with existing client decision-makers**, not just reactive support. It means monthly account reviews. Quarterly performance dashboards. Proactive heads-up on candidates the client should know about. Replacement coverage before the client asks. None of this happens when the front office is wrapped around the timesheet.

### PSS PROOF POINT

Once the back-office burden lifted, the PSS team had time to deliver real-time client visibility through Jombone's client portal. Clients could see live punches, approve timesheets in real time, and run their own reports. **Existing clients increased their order volume** - share of wallet, not new logos, drove most of the +20% lift.

### 3 The referral motion you never run

FREE PIPELINE

Ask any staffing CEO where their best clients came from and the answer is some version of "a referral." Then ask what their structured referral motion is and watch the answer become vague. Most agencies don't have one. They have a vibe.

A real referral motion is three things: **a defined ask** (timed to a moment of customer success - a successful fill, a quarterly review, a placement anniversary), **a defined ask of** (the client decision-maker, the candidate who got placed, the candidate who didn't but had a good experience), and **a defined follow-through** (CRM tracked, time-bound, handled by a named owner). All three require operational bandwidth that doesn't exist when the back office is the bottleneck.

#### PSS PROOF POINT

Daniel Andrews, PSS President & CEO: "Given the success of this pilot, we plan to expand implementation across all clients' enterprise wide." The same dynamic moves in reverse for staffing CEOs: when your platform works for your clients, your clients will tell their peers - if you build a motion to ask.

### 4 Marketing, branding & digital service offerings

POSITION BEFORE PITCH

Most staffing agencies in the SMB and lower mid-market segment have websites built five years ago, no SEO motion, no content calendar, no proof case studies on the site, and no digital service differentiation. Their website is a brochure. Their competitors' websites are brochures. Everyone competes on relationships and rate.

**A staffing agency that runs a real marketing motion - even a modest one - dominates SEO and brand recall in its local market within 12 months.** The work is not exotic. A weekly blog. A monthly client case study. Quarterly performance benchmarks. A digital service offering (real-time client portals, AI-screened candidate slates, compliance dashboards) that competitors can't claim. This is one hour a week of CEO attention plus some bandwidth in the operations team. It does not happen when bandwidth is locked in payroll prep.

#### PSS PROOF POINT

PSS launched their new website on the Jombone platform, integrated with the back-end operations system. The marketing motion is now possible because the team has hours to run it - and because the platform delivers digital service differentiation (real-time client visibility, mobile worker apps) the local competition can't match.

## 5 AI-assisted operations across the lifecycle

FORCE MULTIPLIER

AI is the lever that compounds the other four. Used well, it does not replace the recruiter, the account manager, or the salesperson - it removes the low-value work that consumes their hours. Used in operations, AI screens candidates faster, flags timesheet anomalies before they cause exceptions, surfaces dormant talent from the existing database, and prioritizes sales outreach by signal strength.

**The CEOs who win the next five years in staffing will not be the ones with the largest sales teams** - they will be the ones whose existing teams are amplified by AI across every step of the lifecycle: sourcing, screening, placement, supervisor approval, compliance, payroll prep, invoicing, client analytics. Every one of these steps is a workflow today. Every one is a candidate for AI assist.

### PSS PROOF POINT

PSS uses Jombone's AI-flagged anomaly detection on timesheets, which is part of why exception rates fell from a 25-40% weekly range to near-zero. The same migration unlocked 10 years of legacy resume data from JazzHR - data the team can now operationalize for client fills instead of paying Indeed for every new requisition. The recruiting team is amplified, not replaced.

### THE COMPOUNDING EFFECT

*Run any one of these levers in isolation and the gain is incremental. Run all five together, funded by recovered back-office hours, and the effect compounds. PSS lifted placements 20% in the first year. That number understates what happens in year two when the marketing motion matures and the referral motion is running clean.*

## 3 The Primary Staffing Source proof

## A 150-200 worker California agency captured the hidden revenue - in 12 months

Primary Staffing Source is a light-industrial staffing agency based in Orange, California, placing 150 to 200 workers per week. Founded and run by Daniel Andrews (President & CEO) and Debbie Andrews (Head of Operations & Co-owner), the agency operates with up to 10 internal staff.

In late 2025, they consolidated their operations on the Jombone platform - replacing JazzHR (their ATS), manual spreadsheet timesheets, a hardware-heavy third-party time clock, and the manual stitching to QuickBooks invoicing. Full deployment, including the migration of 10 years of resume data, was complete in three weeks. The operational outcomes are documented in the companion case study; what this playbook focuses on is the **strategic outcomes** - what PSS did with the recovered capacity.

60 hrs/wk

Back-office capacity reclaimed and redeployed to revenue work

+20%

Placements, replacements, and back-fills lifted across existing and new clients

Day-zero

Invoicing cycle, enabling cleaner cashflow for revenue investment

### WHERE THE LIFT CAME FROM

The +20% lift did not come from a sales push, a marketing campaign, or new logo wins. It came from the velocity advantage the recruiting team gained over competing agencies - filling client orders faster, handling replacements before the client asked, and engaging dormant candidates from the migrated JazzHR database. **Most of the lift was inside existing clients**, with a smaller but meaningful share from the digital service differentiation PSS could now demonstrate to new prospects (real-time client portals, biometric time capture, mobile geofenced workers, one-click invoice generation).

DANIEL ANDREWS, PRESIDENT & CEO

*In early December, we successfully set up the time clock system across two client sites as well as our own office. The implementation was seamless. Given the success of this pilot, we plan to expand implementation across all clients' enterprise wide.*

## 4 The CEO diagnostic

## Seven questions to find the hidden revenue in **your agency**

Read this section with a notebook. If you answer "no" or "we don't know" to four or more of these seven questions, the hidden revenue is sitting in your agency right now - and back-office consolidation is the unlock.

### The Hidden Revenue diagnostic - 7 questions

1. **Velocity:** Do you know your average time-to-fill on standard orders, and how it compares to the competing agencies in your local market? Can you cite the number from memory?
2. **Hyper-care:** When was the last structured account review you ran with your top five clients? Not a check-in. A review - with a dashboard, a quarterly plan, and a defined ask.
3. **Referrals:** What percentage of new business in the last 12 months came from a structured referral motion (defined ask, defined ask-of, defined follow-through), versus an ad-hoc relationship?
4. **Marketing:** When did you last publish a case study, performance benchmark, or industry insight from your agency? Does your website show real-time digital service differentiation, or does it look like every other staffing site in your market?
5. **Sales prospecting:** How many hours per week does your front-office team spend on outbound prospecting versus reactive client support? Be honest about the ratio.
6. **AI assist:** Where in your operational lifecycle is AI removing low-value work today? Sourcing, screening, timesheet anomaly detection, candidate re-engagement, sales prioritization?
7. **Back-office bandwidth:** If your back-office overhead were cut in half tomorrow, would you know - specifically, by name and by initiative - where you would redeploy the recovered hours?

If question seven was the hard one, you have just identified the gap. Most staffing CEOs would answer "no" - which is precisely the gap this playbook is built to close. The recovered capacity is meaningful only if you have a deliberate plan for it. Levers 1 through 5 in chapter 2 are that plan.

## CLOSING

## The hidden revenue is not **hidden**. It is **unfunded**.

Every staffing CEO reading this already knows where their second-order revenue would come from. The relationships. The referrals. The hyper-care motion. The marketing presence. The AI-assisted recruiting velocity. None of this is a secret. The reason it doesn't get done is bandwidth - and the bandwidth is locked inside the back office.

The operational case for consolidation - replacing the spreadsheets, the legacy ATS, the standalone time clock, the manual invoice flow - is the cost of admission. **The revenue case is what you do once the bandwidth is free.** Primary Staffing Source is the worked example. They captured 20% more placements not because they sold harder, but because they ran a deliberate plan with the capacity they got back.

If you are a staffing CEO and you have not yet written down where you would redeploy 40 to 60 hours per week of recovered front-office and back-office capacity, the operational case for any platform consolidation is incomplete. Write it down before the savings number is what you bring to the board. Bring the revenue case alongside.

### Want to see what your hidden revenue is worth?

Jombone runs a free CEO-level analysis on the second-order revenue opportunity inside your agency. One 30-minute call. No deck. No pitch. Just the diagnostic, run on your numbers.

[Book the diagnostic · jombone.com/get-a-demo](https://jombone.com/get-a-demo)

#### ABOUT THIS PLAYBOOK

The Hidden Revenue is a strategic playbook published by Jombone, the AI-native operations platform built for high-volume shift-based staffing. The worked example draws on the documented experience of Primary Staffing Source (Talent Staffing Solutions Inc.), a California-based light-industrial staffing agency. Operational metrics are sourced from PSS's own reporting and from on-the-record interviews with Daniel Andrews (President & CEO) and Debbie Andrews (Head of Operations & Co-owner), conducted in early 2026.

#### ABOUT JOMBONE

Jombone replaces 6-10 disconnected tools across recruiting, time capture, supervisor approvals, payroll prep, invoicing, and compliance with one platform. Purpose-built for light industrial, healthcare, and clerical staffing. [jombone.com](https://jombone.com)