

RELAY Design Partner Offer

Reachability Assessment for [Organisation]

1. Context

Contact data decays. People change employer, phone numbers are reassigned, email addresses are abandoned. In staffing and recruitment this is a recognised issue, with an established vocabulary (database reactivation, talent rediscovery, candidate data enrichment) and an established supplier market around it.

This matters commercially because re-engaging existing records has become a substantial hiring channel. Gem's 2026 Recruiting Benchmarks report finds that 46 percent of sourced hires came from candidates already present in the ATS or CRM, up from 26 percent in 2021. That figure covers the sourcing channel specifically rather than total hiring: direct sourcing accounts for roughly 11 percent of hires in the same dataset. The direction is nonetheless clear, and a record that cannot be reached cannot be re-engaged.

The common remedies, enrichment and re-engagement campaigns, refresh data that then decays again on a recurring subscription basis. Some organisations have quantified parts of this; few have it as a single comparable figure, because the components sit in separate budget lines: recruitment spend, data subscriptions, recruiter hours, and revenue not realised. The purpose of this assessment is to bring those together for your organisation.

2. What we offer, at no cost

A structured Reachability Assessment. Over approximately three weeks we work with one contact person in your organisation to establish:

- What proportion of your contact records is no longer deliverable
- How much of what you record as "no response" was in fact "never delivered"
- What a failed contact attempt costs you, per channel
- What you currently spend on refreshing contact data, and how long that refresh holds
- What the total amounts to on an annual basis, in your own figures

You receive a written assessment. It is yours to keep and use, whether or not anything further follows between us. If the assessment shows the gap is small at your organisation, we will write that down too.

This is an aggregate assessment. We do not need access to your contact database and we do not process personal data. It is built from metrics you already hold, such as bounce rates, undeliverable messages and repeat-contact volumes, combined with structured interviews.

3. Why this is hard to see from inside

Bounce and delivery data typically lives in the email or SMS platform. Candidate or customer status lives in the ATS or CRM. These two are rarely joined, so a record can be written off as unresponsive when the message was never delivered at all. The distinction is technically recoverable, but it requires deliberately connecting two systems that are not connected by default.

4. What we ask in return

If the assessment shows a meaningful gap, we ask you to consider a pilot. A cohort of approximately [25 to 100] of your employees, candidates or customers receives a relay address.

A relay address (name.relay) is a persistent communication endpoint. The sender knows only the identity. The recipient decides how, where and by whom they are reached, and keeps that address when their email address or phone number changes. It does not replace your existing channels; it sits above them.

Free of charge for the duration of the pilot, both for your organisation and for the individuals involved.

5. Optional: a modelled scenario on your own figures

If you wish, the assessment can be extended with a modelled scenario. Using the figures established in the assessment as input, we model your communication workflow as a structured environment and introduce identity-based routing as an alternative, so that the theoretical effect on repeated contact attempts, stale records and recovery effort becomes visible in your own numbers rather than in generic examples.

This is directional validation, not a forecast. It is a model, and the assumption that matters most, how much decay a persistent address actually removes, is precisely what a pilot would test. For that reason the scenario is presented as a range with the key assumption left adjustable, so you can see how sensitive the outcome is to it rather than being handed a single figure.

The scenario is optional and clearly separated from the assessment itself. The assessment measures; the scenario models. You can take the first without the second.

6. Data protection

- RELAY stores no message content and no previews. Only envelope metadata: who, to whom, when, and delivery status.
- Contact endpoints are stored encrypted and separated from the main application database.
- Relay addresses are not searchable. There is no directory.
- A separate data processing agreement is concluded before any personal data is processed.

7. What it costs

Nothing, in either direction, during the assessment and the pilot. Individuals are free permanently under the RELAY model. Organisations pay only for @work address issuance at a later, commercial stage, and only if you choose to continue.

8. Where RELAY stands today

RELAY is working infrastructure, not a concept. Identity and sub-address issuance, encrypted endpoint storage, first-contact filtering and cryptographic agent keys are live in production. Two i-DEPOT filings protect the architecture. A Security and Architecture Overview is available on request.

We are currently selecting a small first cohort of Dutch design partners across a limited number of sectors, and we are deliberately keeping that cohort small.

9. Next step

A first conversation of about 45 minutes, to establish whether the assessment is worth running for your organisation. No preparation required on your side.

Sources

Gem, 2026 Recruiting Benchmarks (data from June 2021 to May 2025; 165 million applications, 15 million candidates, 1.2 million hires). The 46 percent figure refers to sourced hires, a subset of total hiring, not to all hires. Two limitations apply: Gem sells a candidate rediscovery product and therefore has a commercial interest in this figure, and the underlying population consists of organisations using Gem, predominantly US in-house recruitment teams rather than Dutch staffing agencies. Segment breakdowns by industry, company size and department are available in the full report; no dispersion measure is published.

US Bureau of Labor Statistics, Job Openings and Labor Turnover Survey (JOLTS), February 2026. Underlying labour market mobility, reported at approximately 3.0 million monthly quits in the United States.

Supplier figures, treated with caution: several vendors of enrichment and CRM software publish database decay rates of approximately 30 percent per year, and contact detail staleness within 12 to 24 months (among others Recruiterflow, Candidately, Hirium, 2026). These originate from parties with a commercial interest in a high figure and are not used as a basis for this offer. They are noted here for completeness.

Dutch ATS landscape for staffing and recruitment agencies: OTYS (MySolution), Carerix, Bullhorn/Connexys, Easyflex, with back office platforms including Pivoton/Kentro and HelloFlex. Compiled from public market overviews, 2026.

Jasper van Berkel

Founder, RELAY

[email] | jasper@vanberkel.relay | useyourrelay.com