

Derive Immediate ROI on Recruiting Efforts

How Upsolver uses Findem to pack their funnel with great candidates and gain real-time visibility into what's working and what's not

THE CHALLENGE

Upsolver is a fast-growing tech company based in Palo Alto and Tel Aviv. Upsolver provides the simplest way to rapidly develop and maintain a world-class data lake, saving hundreds of development hours and tens of thousands of dollars. After raising another round of funding, the company sought to hire for 30+ highly specialized roles in a very short amount of time. This near-overnight surge in hiring goals revealed just how unsustainable their previous sourcing methods were.

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I needed help sifting through candidates to separate the mediocre ones from those that were a perfect fit for us.

BRENDA CAMPBELL
VICE PRESIDENT OF PEOPLE,
UPSOLVER



Elevated the quality of sourced candidates, with at least 85% being a good fit



Sourced better candidates in less than 1/2 the time



Increased efficiency by combining sourcing and outreach in one platform



Improved collaboration with hiring managers via dynamic, interactive talent pools



Extracted clear metrics to prove ROI of recruiting efforts

Too many late nights

Upsolver's in-house recruiting team worked all hours of the day —meeting with hiring managers to articulate ideal candidate profiles and then attempting to fill the pipeline with traditional tools like LinkedIn Recruiter. They spent countless hours sifting through partial-match candidates, seeking those with the specialized experience they required. This work had to be fitted in around other responsibilities and the only way to improve the odds of quality matches was to fill the funnel with more candidates from different channels.

Patchy success with agencies

Despite enlisting the services of multiple agencies, the results remained inconsistent.

As a company breaking new ground in data engineering, Upsolver struggled to find agencies adept at handling the nuances of their hiring needs. Additionally, the agencies were fishing in the same “truncated” pond and retrieving the same marginal matches.

A reported 60% of the agencies’ candidates were close but not a true fit and, of the other 40%, only half of those progressed through Upsolver’s funnel. It was a slow process that was high on costs and low on rewards.

This dynamic sparked greater scrutiny of the sourcing process and triggered the team’s quest to gain greater control of the talent pipeline and hiring metrics.



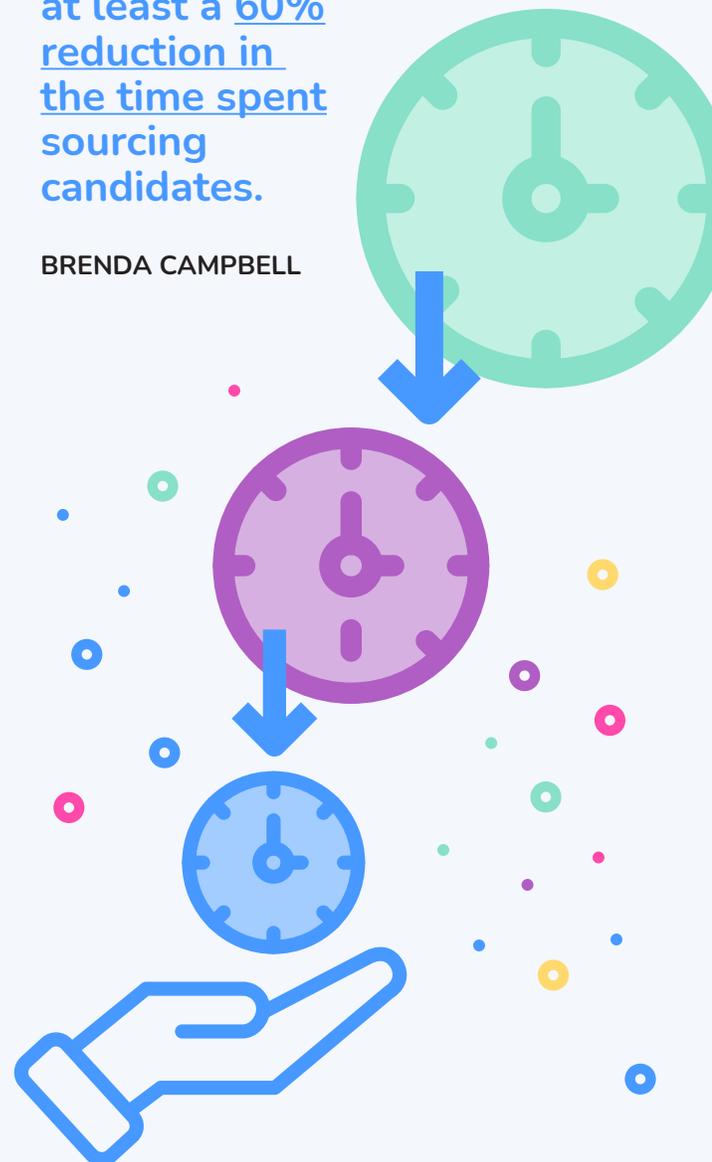
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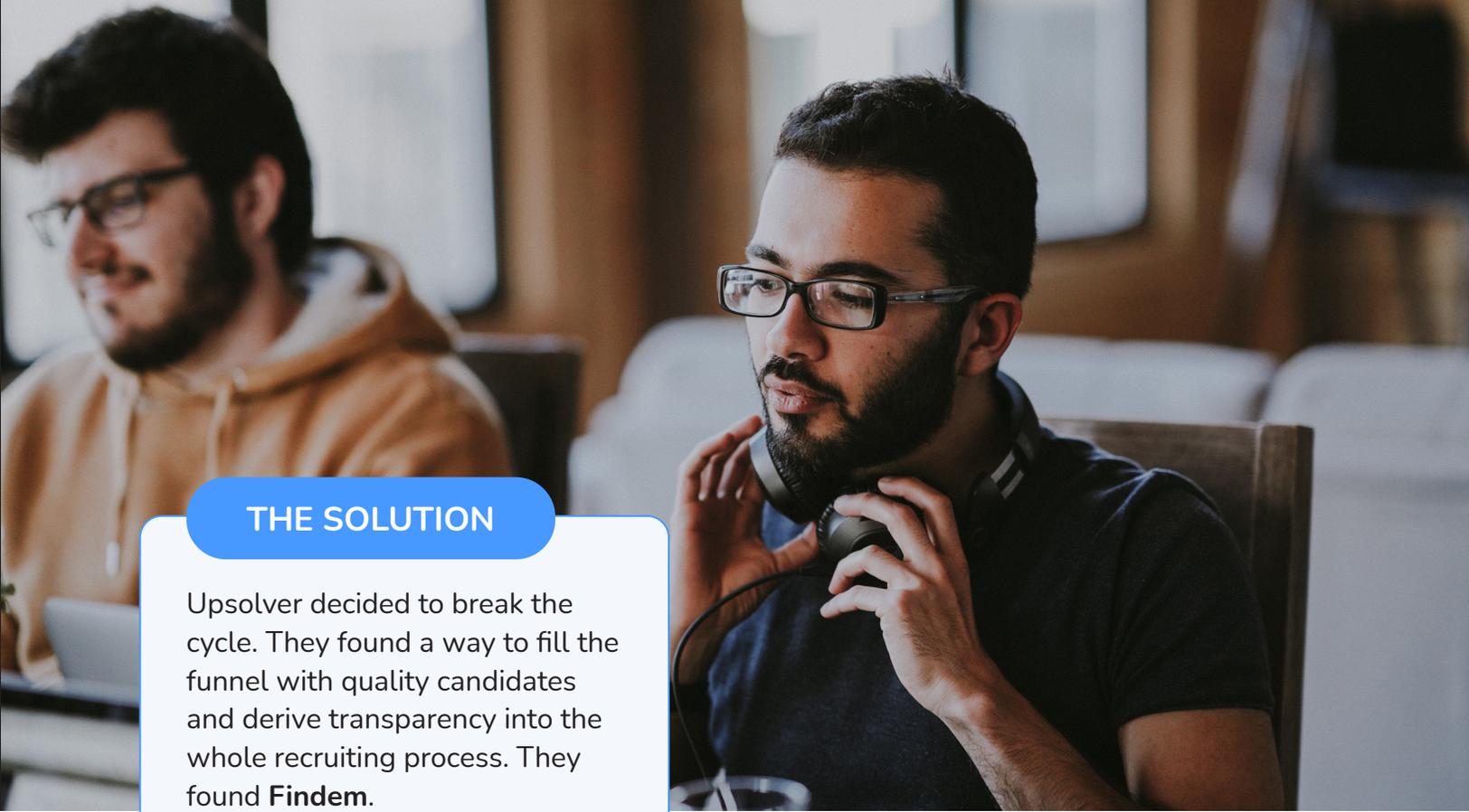
There are a lot of parameters we have to hit with respect to candidate experience and skills, and Findem helps us with that.

Findem’s secret sauce is that it enables us to effortlessly narrow or expand our searches with ‘must-have’ or ‘nice-to-have’ attributes.

It’s helped us achieve at least a 60% reduction in the time spent sourcing candidates.

BRENDA CAMPBELL





THE SOLUTION

Upsolver decided to break the cycle. They found a way to fill the funnel with quality candidates and derive transparency into the whole recruiting process. They found **Findem**.

✓ Everyone is speaking the same language

Previously, Upsolver's teams would discuss the traits of an ideal candidate and then translate those qualities into searchable keywords and Boolean strings. There was inevitably a disconnect between what they sought and what they could search for, until Findem. Now the recruiters and hiring managers brainstorm the attributes that are important to the role and then source candidates based on those exact characteristics. For example, Upsolver may prioritize long-tenured employees with backgrounds in database administration. The Findem candidate pool is automatically limited to individuals with those attributes – instantly boosting the quality of the pipeline.

✓ A bigger and better pond

Findem draws from every public database of people information, resulting in an exponentially larger pool of candidates. And, thanks to Findem's integration with Greenhouse, Upsolver's own ATS is tapped as a source for potential matches along with every other external source supported by the platform.

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I didn't know something like Findem existed, but now we are Findem's biggest advocates. It's been a huge help with our pipeline and a great investment!

BRENDA CAMPBELL



✓ Empowering the whole team

Upsolver recruiters, department heads, members of the leadership team, and hiring managers have quickly adopted Findem. The cross-functional teams can easily monitor the talent funnel and refine the parameters for every role being sourced. Hiring managers routinely collaborate with the recruiters to fine-tune the ‘must-have’ or ‘nice-to-have’ attributes and preview the immediate effects on the candidate pool. This interactivity and newfound sense of control over the pipeline has ignited renewed enthusiasm in the recruiting team’s work.

✓ Manage sourcing and outreach together

Upsolver gained additional efficiencies by using a platform that combines both sourcing and outreach. Findem’s dual functions also enable far greater visibility into a candidate’s progression through the pipeline and their engagement with Upsolver. The recruiters can easily track email response rates and the messages that inspire action among short-listed candidates, and the hiring managers can monitor the types of candidates who are responding.

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Findem has made sourcing so much easier and faster – my 16-hour days are a thing of the past!

BRENDA CAMPBELL



Track and monitor emails, candidates, responses, interviews scheduled, weeks to hire, and more.

Clear Evidence of the Value of all Recruiting Efforts

Upsolver reports they have more than doubled their pipeline since using Findem and that 85% of Findem candidates are people their hiring managers want to meet. Of equal importance, however, is the new level of control and insight they have over the recruiting process.

Upsolver’s leadership team sought weekly updates on the hiring process and the composition of sourced, referred, and agency candidates. Findem’s analytics have empowered the recruiting team to easily cite all the relevant metrics – number of candidates, sent emails, quantity of responses, interviews scheduled, weeks to hire – and quickly demonstrate the value of their work.