

Competing for Top Talent with AI Recruiting

How Plainsight uses Findem to fill top priority tech roles

THE CHALLENGE

Plainsight is a highly specialized AI and machine learning company based in San Francisco. Plainsight's intuitive, low-code platform enables its clients to build, manage, and operationalize AI-based solutions that would otherwise significantly burden internal engineering departments. Instead, Plainsight leverages its own engineering talent to develop reusable machine learning models and modules that will streamline the custom applications of its customers. Plainsight depends upon its top, in-house engineering talent and business recruits to achieve this mission.



Our innovation is appealing to high caliber individuals, but we are competing with 'the big players,' and getting in front of the right candidates in a timely manner has been tough for our small team.

AMY CARUSO,
MANAGER OF TALENT ACQUISITION,
PLAINSHIFT

 Extended 3 offers in first 3 months of using of Findem

 Improved pipeline diversity by 60% and made 2 diverse hires in first quarter

 Saved 2 days per week per recruiter

 Massively increased candidate quality

 First position filled in just over a month

Recruiting high caliber candidates in a competitive market left Plainsight spinning its wheels. Plainsight's two in-house recruiters faced an uphill battle to fill 35 roles and keep momentum going. The small team handles the full cycle of recruiting for all hires – including sourcing, screening, moving through the pipeline, and interviewing – and they are on the hunt for quality individuals for engineering, marketing, HR, and go-to-market roles.

Though Plainsight is well-known in its niche, great candidates weren't just sitting in plain sight. Posting job descriptions to the usual places or searching the traditional sourcing

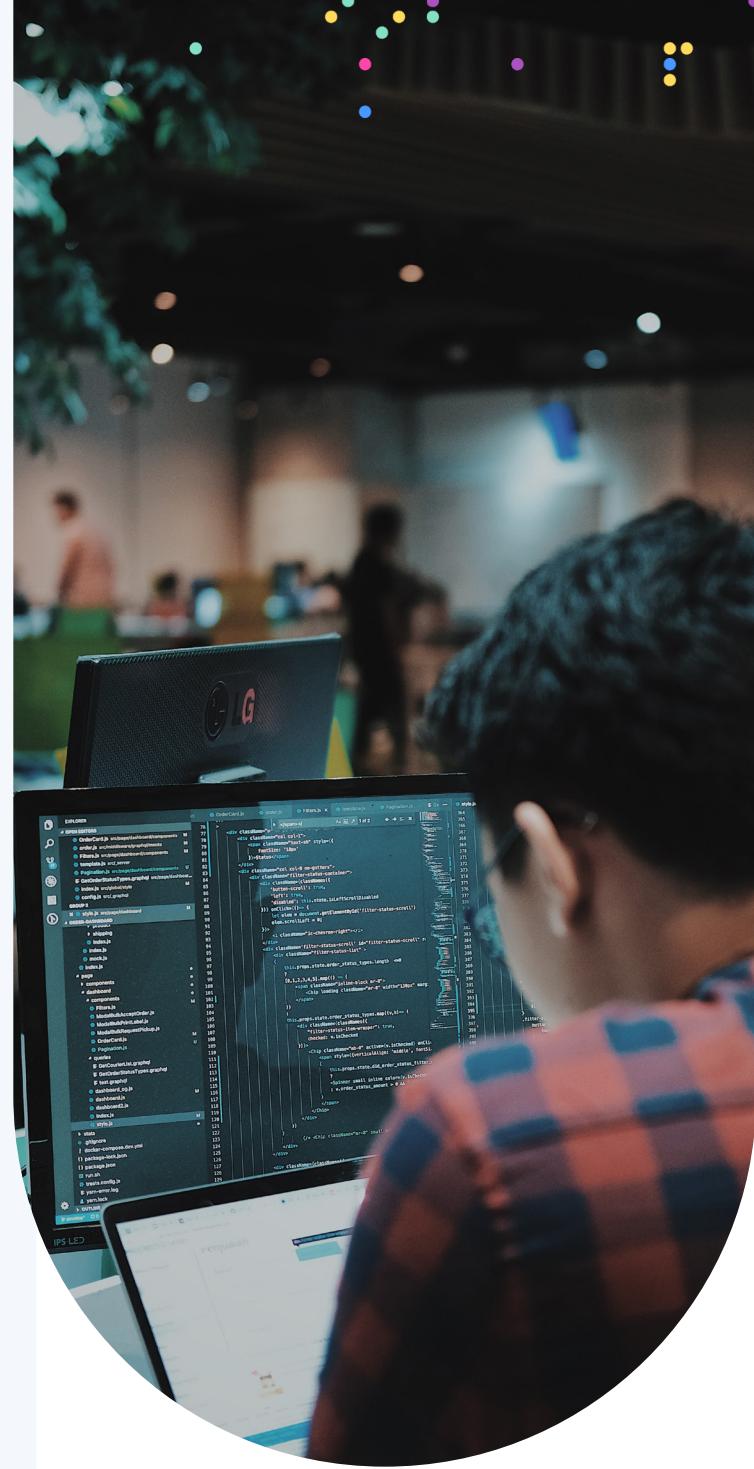
platforms resulted in undifferentiated talent pools. They spent too much time going after the same top performers as the big companies. Plainsight needed a way to hone in on people who would be thrilled to be part of their team.

The company experimented with a handful of sourcing tools but the response rate was next to nil. Supplementing with LinkedIn added to the talent pool, but browsing profiles to find matches took time and introduced bias. The recruiting team felt mounting pressure from hiring managers and simply didn't have enough time in the day to meet their hiring goals. They knew it was time for some heavy lifting on the backend to supplement their sourcing and accelerate their process.

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I monitor trends in recruiting tech and was immediately intrigued by Findem. During the demo, I could instantly see the impact it would have on our time-to-hire and on our ability to capture the niche talent we are after.

AMY CARUSO





THE SOLUTION

Plainsight wondered if AI-based recruiting could help them level the playing field and quickly attract top talent. They identified **Findem** as the leader in automated sourcing and outreach.

✓ A bit of magic and a lot of science

While other sourcing platforms are limited to their data pools, Findem consolidates over 100,000 people data sources to cast the widest possible net and triangulates information to make sure it is relevant and up-to-date. The recruiters can visualize diversity in the talent pool for every search and then prioritize under-represented groups for outreach.

Findem's attribute-based search makes it possible to search for qualities that indicate openness to a career at Plainsight and a good fit for open roles. Plainsight first looks for individuals with backgrounds in machine learning, experience at startups or small companies, and a preference to work remotely. Hiring managers can preview their pipelines and add or refine from 1 million+ attributes to find just the right type of candidate and build a shortlist to pursue. Findem keeps

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I love the science behind Findem – its AI is awesome. I'm fascinated by its ability to reveal talent I might have missed without it. And then other Findem 'magic' further refines the shortlist to truly ideal candidates.

AMY CARUSO

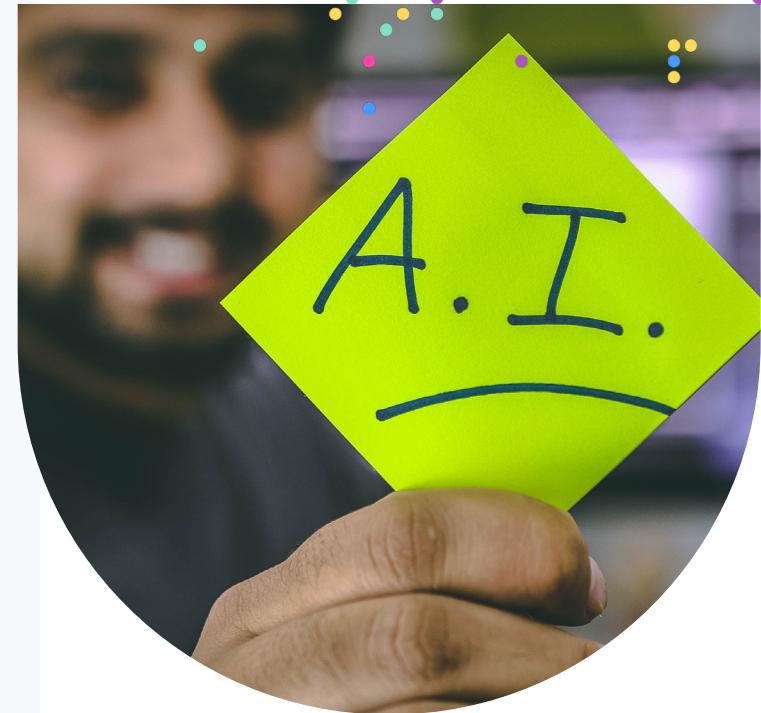


working in the background to find candidates who “tick all the boxes” defined by Plainsight.

Free up time to close candidates

Plainsight's recruiters trust Findem to source candidates and initiate outreach using customized email sequences. The recruiters can choose a sequence by tone (formal or casual), add personalization and links, then set the frequency and intervals of outreach. Findem does the rest.

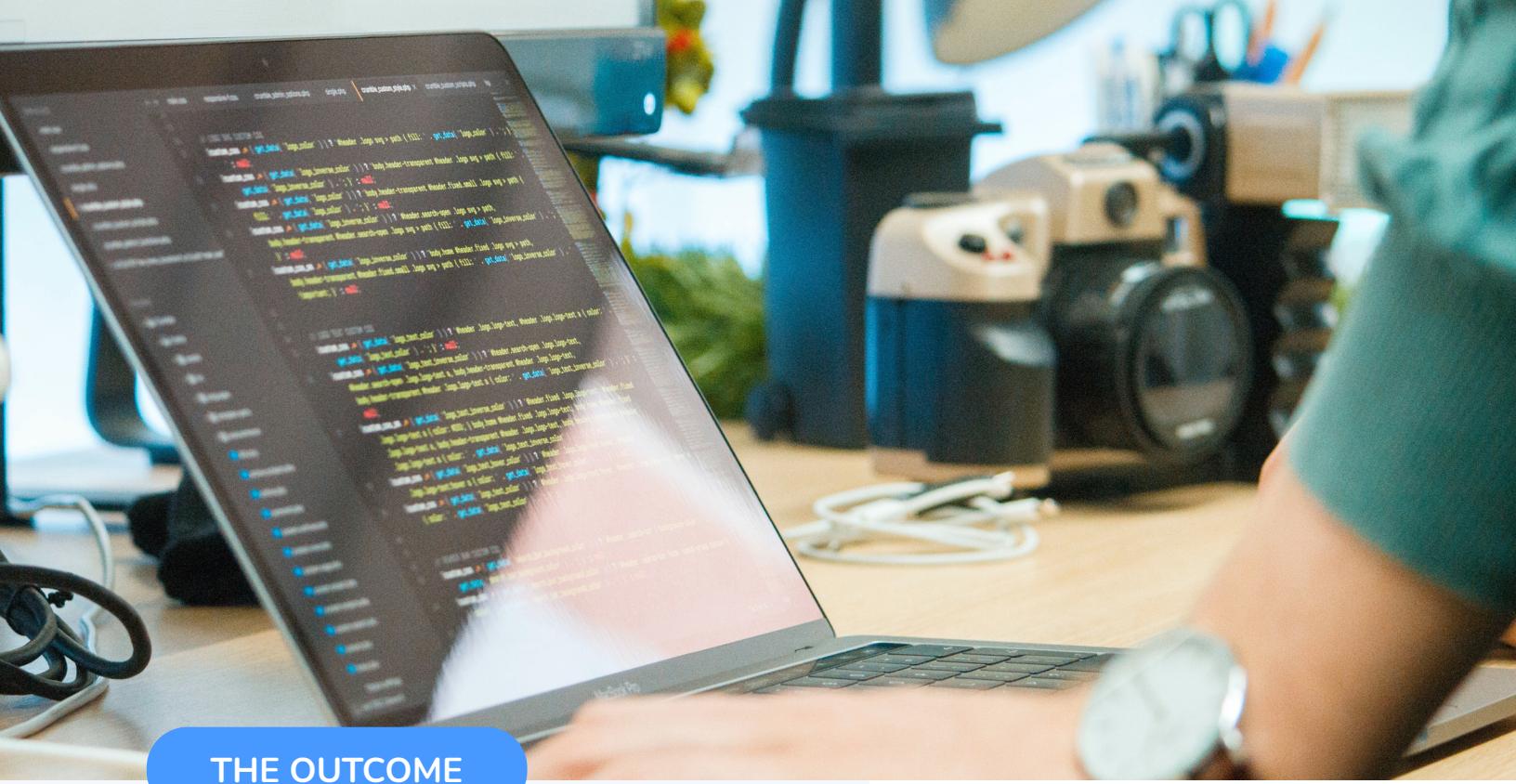
Plainsight estimates the platform saves each recruiter two full days out of every work week, giving the recruiters more time to optimize outreach, nurture top talent, and close candidates. They have significantly reduced time-to-hire and they are getting closer to their growth goal of 35 new hires this year.



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Our experience with Findem has been fantastic and their response time is remarkable. They are always ready and available to assist me so I can keep moving forward at a fast pace!

AMY CARUSO



THE OUTCOME

Findem has dramatically increased the volume and quality of high caliber candidates who are open to learning about Plainsight and the incredible opportunities there. Findem streamlines the recruiting process, reduces bias in sourcing and screening, and accelerates the time to hire. Plus, Plainsight's hiring managers have been pleased with the quality of candidates and the speed of the process.

In the first three months of using Findem, Plainsight extended three offers to great candidates and made two diverse hires. Plainsight estimates that Findem has increased their pipeline diversity by at least 60%.

Plainsight continues to successfully use Findem to fill their talent pipeline for engineering, marketing, and administrative roles.

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Findem does such a great job with sourcing and shortlisting, that all the conversations we are having are with exactly the right people. We are now able to nurture great candidates for future positions – really getting ahead of the eight ball.

Findem delivers on its promise of quality sourcing and effective outreach. I can't imagine recruiting without it.

AMY CARUSO