

AFFINITIV

Cut the hassle of hiring qualified experts



Affinitiv

Data-driven software and marketing solutions for the automotive industry



CHALLENGE

Finding qualified devs and streamlining their screening process



SOLUTION

Faster screening and hiring process for qualified developers



RESULTS

Team of qualified developers, with the right technical skills and seniority

Affinitiv provides end-to-end, data-driven software and marketing solutions exclusively targeted to automotive customers.

The company works with major manufacturers in the United States and over 5,000 dealerships. It uses a cloud-based platform to power sales, service, and customer retention tactics for the automotive industry. Affinitiv employs a technology-driven approach to build marketing strategies for its clients to help them increase customer loyalty and maximize revenue.

PROJECT BREAKDOWN

Atlas Digital Experience (DX) Platform™ is a fully integrated platform used by Affinitiv to enrich customer experience in the automotive market. It uses predictive intelligence to promote purchase, repurchase, and customer loyalty. Affinitiv uses this platform to help OEMs and retailers boost performance and drive customer engagement through hyper-personalized messaging. Dealers can use Atlas DX to centralize communication by being able to market to customers through their preferred media channel on this same platform. By using this technology to create marketing solutions, Affinitiv helps businesses in the automotive industry enhance consumer experience and accelerate performance.



TEAM BREAKDOWN

Web and software development

- 1 Android Software Engineer
- 4 Frontend Developers
- 3 Full-stack Developers

“GoFasti helps us save time by not having to go through hundreds of resumes. The candidates are always pre-screened. I would highly recommend GoFasti.”

Tim Martin
VICE PRESIDENT OF
ENGINEERING, AFFINITIV



Augment your tech team on-demand



PARTNERSHIP EXPERIENCE

Affinitiv offers a suite of automotive software solutions to help dealerships manage their operations. Throughout the years, they had struggled to streamline their hiring process due to the number of unqualified candidates they had interviewed on previous occasions. Affinitiv needed assistance to upgrade its screening process and shorten its hiring time, so it could be able to hire developers with the right tech stack. “The main pain point in our recruiting process was our technical staff because we got too many candidates that weren’t qualified,” Tim said.

To create data-driven strategies and software solutions, Affinitiv needed to hire qualified and experienced developers. GoFasti sourced talent according to their needs to present them with the best-fitting candidates for their team. “We love the profiles GoFasti sends, and we appreciate all their hard work,” Tim said. Affinitiv has been able to reduce its hiring time by only interviewing prescreened, curated candidates with skills that match each specific job description.

RESULTS

Faster screening, hiring, and matchmaking

As innovations in the automotive industry have been growing and advancing, Affinitiv wanted to scale its talent quality and recruiting process to increase productivity, save time, and produce

more effective software solutions. In previous years, the company had spent a lot of time evaluating numerous profiles without finding qualified fits. Since GoFasti sources talent from its pool of pre-vetted candidates, it has been easier to find experts who perfectly match Affinitiv’s requirements. “We have nothing but great things to say about the talent GoFasti has sent us,” Tim affirmed.

GoFasti developers have fully become a part of Affinitiv’s in-house team. Tim shared: “We currently have seven consultants and are planning on hiring more. All the consultants GoFasti provided came in, and they ramped up quickly. I was very surprised at how fast they began committing code. The best thing is how well they fit into our team.”

Affinitiv has been able to hire experts with the right skill set and seniority according to each role, besides having the soft skills and cultural fit that allowed them to quickly become an essential part of the team. “I would highly recommend GoFasti,” Tim said.