AFFINITIV

Cut the hassle of hiring qualified experts

Affinitiv

Data-driven software and marketing solutions for the automotive industry

CHALLENGE

Finding qualified developers and streamlining their screening process

SOLUTION

Hiring a team of qualified developers with the right technical skills and seniority

RESULTS

Faster and more efficient screening and hiring process

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

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

PROJECT BREAKDOWN

With the mission of helping businesses enhance customer experience and accelerate performance, Affinitiv engaged a GoFasti Senior Android Software Engineer to design, build, and maintain advanced applications. Additionally, they hired four GoFasti Senior Frontend Developers to assist in architecting, designing, and developing critical app features using Angular, UI/UX development, and JavaScript.

GoFasti developers have played a crucial role in creating a technology-driven approach to meet customers' needs. Affinitiv also hired two GoFasti Mid-level FullStack Developers and one Senior FullStack Developer responsible for building efficient, reusable, and reliable code. "[The experts] ramped up quickly. I was very surprised

at how fast they began committing code," said VP of Engineering Tim Martin. Through GoFasti's help, Affinitiv has assembled a strong development team determined to provide the best software solutions.

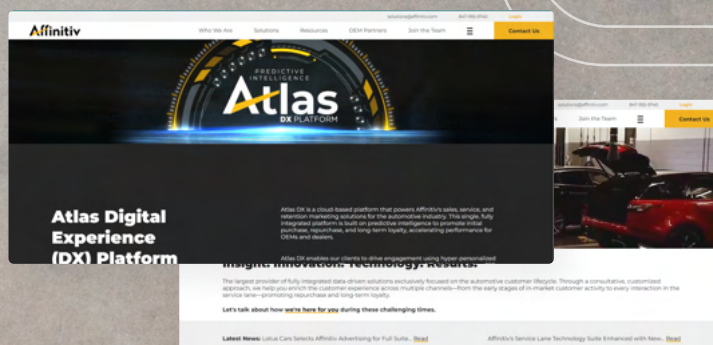| 8	15	$348k
hired talents	days hiring cycle	saved annually

TEAM BREAKDOWN

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 PRESIDENTE OF ENGINEERING, AFFINITIV

Augment your tech team on-demand

PARTNERSHIP EXPERIENCE

Placing curated, qualified candidates in record time

Affinitiv offers a suite of automotive software solutions to help dealerships manage their operations. In the past, they faced challenges streamlining their hiring process as they repeatedly interviewed numerous unqualified applicants. Affinitiv needed assistance upgrading its screening process and shortening its hiring time so they could 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 outstanding 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 job description.

RESULTS

Faster screening, hiring, and matchmaking

As innovations in the automotive industry have been growing and advancing, Affinitiv wanted to improve its talent quality and recruiting process to save time, increase productivity, and produce more effective software solutions. In previous years, the company had spent a lot of time evaluating numerous profiles without finding qualified fits. Now, with GoFasti sourcing talent from its pool of pre-vetted candidates, finding experts who perfectly match Affinitiv's requirements has become easier and faster. Tim affirmed: "We have nothing but great things to say about the talent GoFasti has sent us."

GoFasti developers have seamlessly integrated into Affinitiv's in-house team. "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," the VP of Engineering shared.

Affinitiv has engaged experts with the proper skill set and seniority according to each role. GoFasti developers have demonstrated remarkable cultural alignment, showcasing valuable soft skills that swiftly integrated them as vital members of the team. "I would highly recommend GoFasti," Tim affirmed.