⊢ findem

Double the Qualified Candidates in Half the Time

How Coder's recruiting department modernized its methods to position the company for sustainable, high growth with automated sourcing

✓ Dramatically increased quality and diversity of hiring

✓ Consolidated tools and streamlined processes

✓ Augmented team with a dedicated, automated sourcing capability

✓ Significantly reduced the time spent building solid candidate shortlists

✓ Have a constant stream of interested candidates the team can focus on closing

{⚙} Coder

THE CHALLENGE

Coder is a fast-scaling Austin-based software development company. The in-house recruiting team has a steady stream of positions to fill, spanning business and operational roles to support the company's expansion plus highly specialized programming, engineering, and technology roles to drive R&D. As a nimble, high-growth business, the leadership team seeks a 2- to 3-week turnaround on candidate recruitment.

As is commonly reported, Coder's recruiting department had stitched together a candidate-sourcing process involving myriad spreadsheets, multiple employment-oriented sites, data entry and ATS imports, and search engines. While this creative system supported the team's recruiting efforts initially, the process wasn't able to scale with the company's recruitment demands in terms of volume, quality, and diversity.

❝ I refer my peers to Findem all the time. I think my fellow recruiting professionals have assumed there was no alternative to using sources like LinkedIn. They are always so grateful to discover Findem.

CAMILLA LEVER, CODER

THE CHALLENGE

Inefficient and imprecise sourcing

Historically, the first step was to maintain a spreadsheet with lengthy Boolean search strings that were tailored to each role and could be copied and pasted into services like LinkedIn Recruiter, Dice, Monster, Indeed, Career Builder, Glassdoor, Stack Overflow, GitHub, and many others. This one-dimensional process yielded keyword matches but no guarantees on the actual professional experience, skills or qualities of the individuals. Additionally, the filters within each system did not necessarily correlate with Coder's hiring goals or the attributes the company sought in new hires. Mining multiple, siloed platforms was highly inefficient, and the matches from all of the different sites had to be manually entered into a centralized spreadsheet, and later loaded into the ATS.

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We love using Findem as our main solution for sourcing and recruiting—it delivers amazing results that simply aren't possible with other platforms!

CAMILLA LEVER,
HEAD OF HR AND RECRUITING, CODER

The next step was to use mainstream search engines to find personal email addresses for each individual and log them in the spreadsheet. This manual step was critical since many users of employment websites disable notifications or simply do not respond to in-platform messages. With such an accelerated timeline and recruiting pipeline, it was **impossible for the Coder team to make multiple outreaches via each platform, even if the platform would permit sending more than one**. Due to the inefficient process, even with the personal email address on file, the team rarely had time to send more than one message to the individual. As a result, potentially qualified candidates might not have advanced through the process simply because they did not reply to the one message.

For some roles, such as those requiring highly specialized individuals who may not use mainstream employment websites, the team became very resourceful. For example, they would scour GitHub in search of people with experience writing in a particular coding language. Time-consuming rabbit holes like those were just as likely to bear fruit as not, and any apparent matches would have to be validated by a subject matter expert on staff before they could advance in the pipeline.

While these convoluted methods did yield great candidates, the process was exhausting, frustrating and haphazard. Head of HR and Recruiting, Camilla Lever, prides herself on taking a very personal approach to recruiting and wants to spend her time sending personalized messages and talking with candidates. However, **process-heavy, time-consuming sourcing efforts reduced the time available to develop a rapport with the professionals** who would help shape the future of the company. Despite a plethora of platforms and processes, the Coder team realized they needed a purpose-built sourcing platform to combat "tool fatigue," improve outreach, and manage the recruiting pipeline from beginning to end.

THE SOLUTION

Coder sought a sourcing platform that was on par with its own dedication to software excellence and technological advancement: Findem.

Findem is not a siloed database of professional profiles. Findem draws from the widest range of public sources of information pertaining to people, employment and companies to deliver a multi-dimensional collection of candidates. With Findem, Coder has access to over 700M candidate profiles across all people data. While the Coder team may still tap mainstream employment websites on occasion, the team no longer has to mine several standalone platforms to source potential candidates.

In addition to the efficiency gained with Findem, the team was particularly drawn to its attribute-based search, Diversity as a selectable attribute, Mirror Profiles, Personalized Campaigns, ATS Integrations, and outstanding customer support.

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Findem has streamlined our recruiting process and made us so much more efficient. We love that Findem is our one stop shop for sourcing.

CAMILLA LEVER

Attribute-based search to find precisely matching candidates

Coder isn't fooled by buzzwords on a resume. Coder seeks talented professionals who bring very specific backgrounds and real-world experiences to the table, such as individuals who have worked for a startup, contributed to its high growth, or helped bring a new product to market. By searching for candidates based on their real-world attributes rather than keywords, Findem elicits a layer of information that wouldn't otherwise surface until the interview.

Attributes are fully customizable to include any tangible and intangible qualities sought by the hiring managers. Examples of tangible attributes include whether someone is an 'open source contributor', 'past founder', 'female', 'has a PhD', has 'experienced high growth' or 'builds diverse teams.' Examples of intangible attributes include whether someone has an 'entrepreneurial spirit', 'embodies the company values' or is a 'go-getter.' From the Findem interface, the team assembles any collection of attributes that are important to the company and relevant to each role. The attributes can even be saved to the platform for repeated use and continuity. Attributes differentiate Findem from any other process and they result in shortlisted candidates that closely match the ideal candidate profile, even before the first outreach is made.

Increased diversity of the talent pipeline

Using the Findem Attribute-based search, Coder can prioritize diversity and ensure their sourcing efforts include under-represented groups. The Findem dashboard provides absolute transparency into the talent pipeline so the team can be certain their recruitment efforts are directly aligned with the company's emphasis on hiring a diverse, inclusive workforce and its other core values.

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> Before Findem, sourcing high-quality, qualified talent that would help our business flourish was far more cumbersome than it needed to be.
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> **CAMILLA LEVER**

Mirror profiles to find superstar talent

Using Findem's Mirror Profiles feature, Coder can quickly identify someone who would be ideal for the role. Starting with anyone—a current employee or a person in their network, for example—Coder types the person's name into the platform and Findem does the rest. Findem scans all public people data to find individuals who possess the same attributes as the sample. By toggling the timeline slider, Findem can also retrieve individuals who possessed the same attributes at some point in the past. Within seconds, the team has a list of every person who has or had a similar profile to their ideal candidate.

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Findem's campaign feature has increased our candidate response rate exponentially.

CAMILLA LEVER

50%
LESS TIME
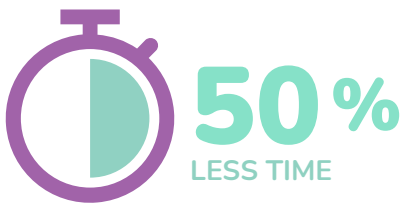
Personalized, automated outreach and engagement

Findem includes personal email addresses for matched candidates, enabling outreach to begin right away without any manual processes. The embedded email campaign functionality enables the Coder team to prepare a series of strategic outreach messages that are automatically personalized to each candidate and sent out by the system according to a drip schedule approved by the recruiter. These email campaigns increase the engagement and response rate among candidates without extra burden on the recruiting team. In fact, the module **reduces the time required for outreach by at least 50 percent**. The team reviews one dashboard to monitor the status and success of outreach campaigns. With Findem, Coder's recruiting team knows their shortlist of candidates is being nurtured and is automatically converting to introductions.

✓ ATS Integration

Another important element of the Findem platform is how it integrates seamlessly with Coder's ATS, removing the need for multiple spreadsheets and manual uploads. All interested candidates that are sourced using Findem are added to their ATS and then Findem automatically refreshes the ATS with current profiles and new candidates for open roles. The integration streamlines the process and saves the team a significant amount of time.

✓ Customer Support

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I can't say enough good things about Findem's customer support team— they are amazing. And as a fellow software development company, we greatly appreciate their interest in our feature requests.

CAMILLA LEVER

THE OUTCOME

Coder's recruiting team took action to work smarter, not harder.

They have improved the quality and diversity of hiring by using Findem, and their recruiters report having far more time to spend closing candidates.

Since the deployment, Coder has used Findem to engage with every candidate, and they have **hired 8 top-quality candidates with the platform**. Each individual is already making a positive impact on the growing business.

> Using Findem is like having a superpowered, dedicated sourcer on the team—and it does everything automatically.
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> My preferred recruiting process is 100% using Findem. The platform's sourcing automation saves me one full day out of a working week.

CAMILLA LEVER

8 NEW HIRES