

Case Study: High Growth

Learn how Devo is using Fetcher's full-service, recruiting automation platform to discover, connect with, and hire top talent to reach their goal of 5X'ing their team size in under 2 years.



With over 20 years of experience, Devo's Global Talent Acquisition Leader, Mike Smart, knows it takes persistence to succeed as a recruiter. As he states, "most passive candidates don't respond to a recruiter's first email, and consistent follow ups take discipline". In fact, it was this persistence that convinced Mike to take a sales call with Fetcher initially. At first, Mike didn't have time to respond to Fetcher's emails, as he was settling into a new job at Devo, a growing cloud-native logging and security analytics company. But, after the third email, Mike decided to set up a call. To his surprise, he was impressed to learn that the follow-up email he responded to wasn't sent manually by a Fetcher sales rep, but by Fetcher's automated outreach platform itself.

That's when Mike realized that with Fetcher, he could automate persistence. **"I started to realize the secret of recruiting is that pursuit. It's the cadence of the emails and really tracking candidates down. I'll never be as programmatic with my outreach approach as Fetcher is. And that's what you need to be successful in recruiting."**

Since starting in October 2020, Mike's team, using Fetcher's platform, has made over 100 hires across the globe and will be making hundreds more in coming months, as Devo plan to quintuple in size in under 2 years. How is Mike achieving these aggressive growth goals?

First, Mike reevaluated his Talent Acquisition hiring strategy. Prior to utilizing Fetcher, finding TA professionals who could run a full-desk was challenging. However, because Fetcher sources and contacts candidates so efficiently, Mike no longer needed recruiters who were experts in the entire recruiting process, from sourcing to onboarding. Instead, he now focuses on hiring recruiters that can simply manage Fetcher in the background, while initiating the interview process and ensuring a strong candidate experience. This not only leads to higher offer acceptance rates, but also to a TA team that is more effective, without the ever so common "sourcing burnout" concern.

"One of the things that I really think Fetcher does well is it provides a methodology and process to sourcing, which is one of the last areas of recruiting that didn't have a good methodology in place."

Fetcher's sourcing approach is unique and impactful. Fetcher's AI plus "human in the loop" sourcing platform ensures a diverse pipeline of qualified and interested candidates. Fetcher is the only tool that lets Devo source and email while they sleep, allowing them to hit aggressive hiring goals with ease. In just 3 months, Devo emailed over 1,000 prospects, with a 36% avg. response rate and 38% interested rate!