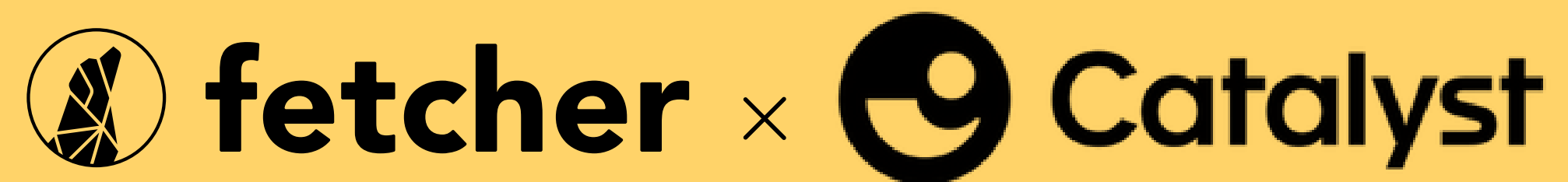


Case Study

Leading Customer Success Platform, Catalyst, Finds Recruiting Success with Fetcher



Intro

Shaking up recruiting at a start-up

As Catalyst's Director of Recruiting, Brooke Lesner loves the creativity and innovation that building a recruiting strategy at a start-up entails. When it comes to automation and recruiting, however, she admittedly used to be more old-school in her approach. For recruiting at a growing company in a highly competitive space, she knew she'd have to expand and expedite candidate sourcing and outreach. She saw a post about Fetcher from a connection and decided to learn more.



Brooke Lesner
Catalyst's Director of
Recruiting

Fast-paced, high growth hiring

+

Lean recruiting team

+

Hard-to-fill design & tech roles

+

Desire for a true partnership

The Challenge

Finding a human-centric sourcing tool

Brooke and her lean team had hard-to-fill roles, primarily in engineering, product, and design. Previously, they had relied on LinkedIn Recruiter, but now needed a more deliberate, targeted way to reach in-demand candidates for these technical roles.

In researching sourcing tools, she discovered that it was difficult to find one that was consultative – many provided access to platforms, but didn't offer much in terms of support. For diversity sourcing, she also wanted to ensure the search process was nuanced and human-driven.



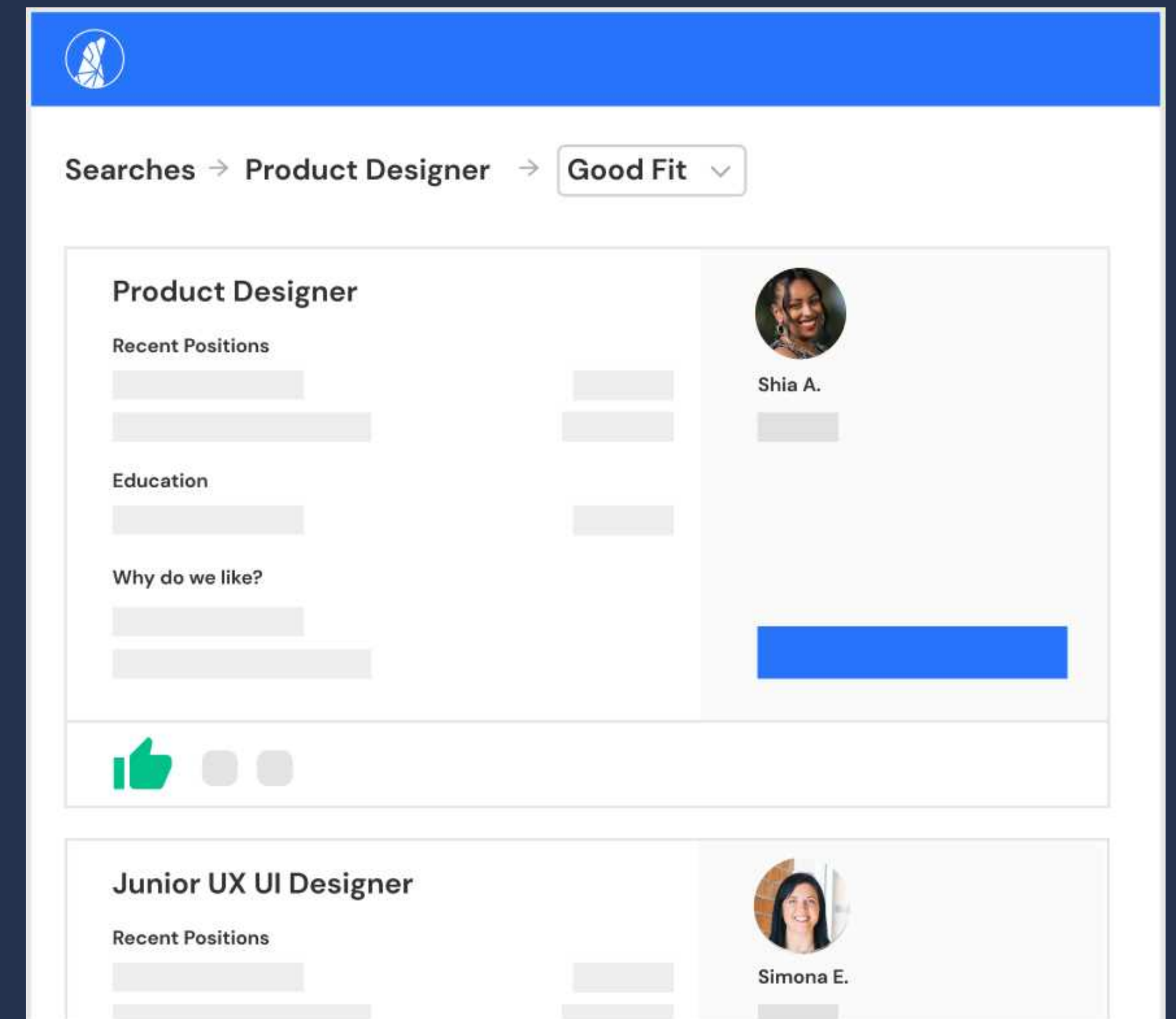
The Solution

The perfect mix of automation & human support

Catalyst began using Fetcher in August 2021, and Brooke was quickly impressed by the rate at which Fetcher refined each candidate search based on the feedback that her team provided on each candidate batch they received.

Catalyst also found Fetcher to be much more than a tool. Of course, customer success is Catalyst's focus, and from the first call, Brooke recognized that the level of support at Fetcher was unlike what she had seen with other sourcing platforms. Their dedicated Customer Success Manager proactively reached out to check in and provide recommendations throughout each search.

"The more detailed feedback we left, the more refined the searches got, so we felt very encouraged to leave very specific feedback," she adds.



“Each meeting that we had with the Fetcher team, we always received new ideas and solutions to make the most of the platform. For example, we weren’t really using the directory in Fetcher as much as we should have been, and [our Customer Success Manager] provided suggestions on how to best use it.”

Brooke Lesner, Director of Recruiting



The Solution

A nuanced approach to diversity recruiting

Brooke takes diversity hiring very seriously – she requires interview training for everyone in the hiring process. One of her favorite features of Fetcher is the ability to define the types of diversity they are looking for within each search.

In the backend, Fetcher leverages a team of internal sourcers to vet the platform’s search results, which means candidate diversity is being guided by humans and AI, rather than AI alone.

“Some forms of diversity are more evident than others. There’s no perfect formula and no way to see everything, and [Fetcher] was the least automated process. Collaboration was key too; and I knew that diversity was just as important to the Fetcher team,” says Brooke.

Diversity Focus

Custom

Standard

Custom

What else should we consider?

Examples: industry of focus, company size, degrees, universities, leads per week, multiple locations. Anything to help us start with the best possible fit.

The Results

More human connection, better ROI

Catalyst's recruiting team saw a bump in their response rates as a result of Fetcher's automated, personalized outreach, which was set up to send from hiring managers. "Fetcher actually broke my resistance to sending out templated emails. I feel more confident in doing so having used Fetcher, because I saw the way that it worked so well," adds Brooke.

In using Fetcher to build a pipeline, Catalyst was able to add to its engineering team and have a fuller bottom-of-funnel for a variety of roles, from Senior Product Manager to Frontend Engineer.

Fetcher's commitment to building a partnership allowed Catalyst to maximize its return on investment. "It seemed like the Fetcher team really cared not only that we were on the platform, but also that we actually got the most value from the platform," says Brooke.



Catalyst's success, by the numbers

59% interested rate for Senior Site Reliability Engineer Role

48% interested rate for Senior Product Manager Role

3,820 total new candidates to pipeline across all roles



Learn about partnering
with Fetcher to build a
diverse talent pipeline at
fetcher.ai

