

# Case Study: Diversity, Equity & Inclusion



Learn how Frame.io leveraged Fetcher's automated recruitment platform to discover, connect with, and hire underrepresented talent to continue diversifying their team.

## The Challenge

As a rapidly growing tech company, Frame.io is constantly hiring, with diversity hiring being a top priority since it is deeply rooted in their values. While the team receives many referrals & inbound applicants, they know that sourcing for each role is necessary to ensure a strong pipeline of diverse, high quality candidates. Prior to utilizing Fetcher, Sr. Director of Talent and DE&I, Anna Chalon, and her recruiting team were spread thin, and were spending countless hours sourcing for all open roles in order to build a diverse pipeline.

## The Solution

Anna knew that sourcing was essential in building a diverse talent pipeline, but that her and her team were overextended, so she turned to Fetcher for help. **Anna and her team utilized Fetcher's AI + Human-in-the-Loop feature to analyze thousands of profiles for every search, allowing them to build a robust pipeline of diverse, qualified candidates, without needing more time in the day.** After identifying great talent, Fetcher made it easy to engage via email, sending automated, personalized messages to prospects. **Fetcher gave Frame.io the bandwidth to source for all their open roles and send more outreach than they could ever manage manually.**

## The Results

Using Fetcher, Anna and her team were able to build a robust, diverse pipeline in just a few weeks. **Best of all, in under 12 months, Fetcher helped Frame.io hire 11 new employees, 9 of which (82%) were women and/or underrepresented minorities.** "With Fetcher, we were able to build a better pipeline with no more effort from our team," said Anna.

Furthermore, "When it came to choosing a platform, pricing was an important consideration for us. With Fetcher, the value we gain compared to its price is huge. We're growing really quickly and Fetcher has become an integral part of our hiring strategy. **The return on investment (ROI) we get from it is really high.**"



***"Fetcher has freed up time and given us the capacity to diversify our pipeline more organically. This has allowed us to make some incredible hires, mostly from underrepresented groups, over the last year."***