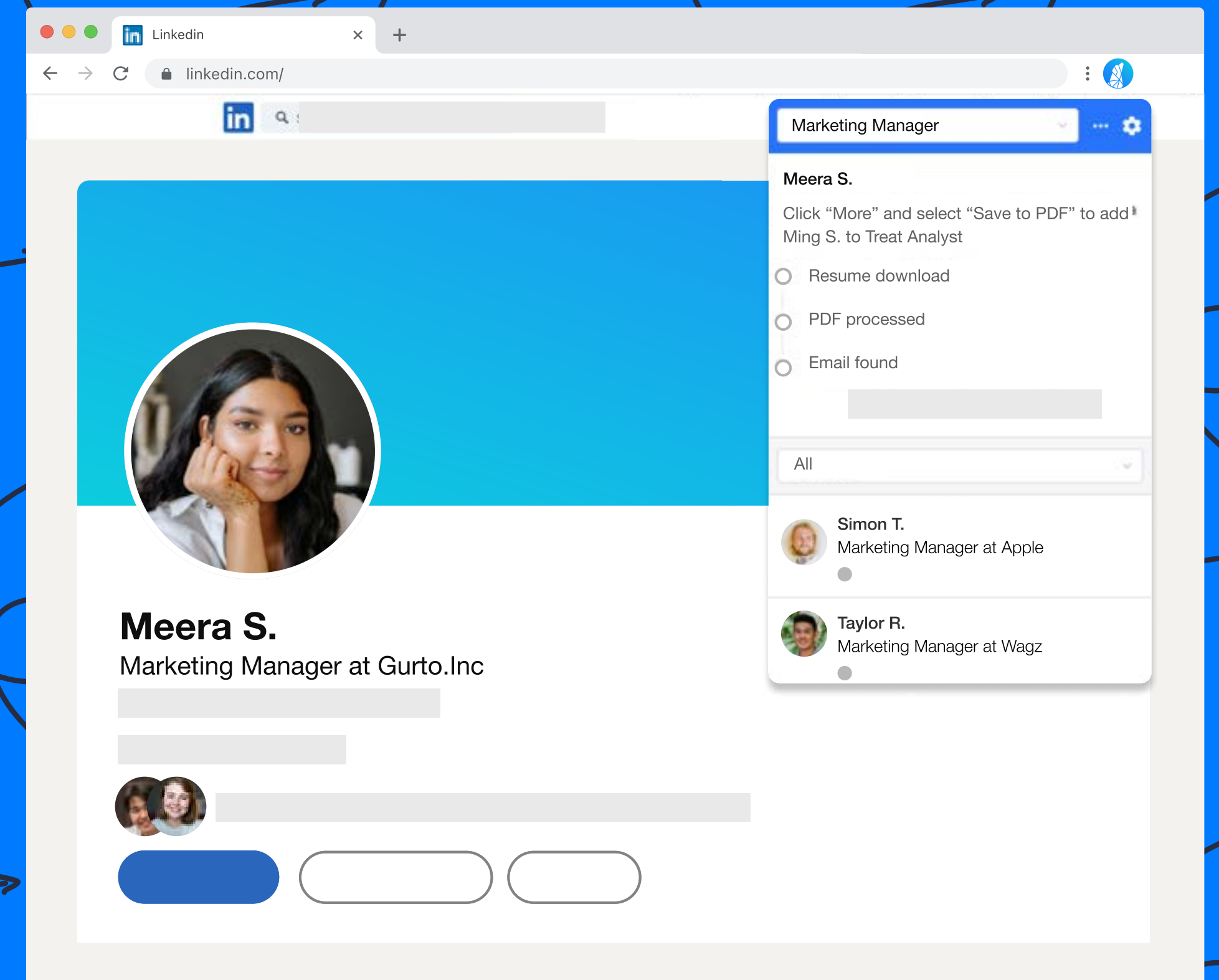


Case Study

Fetcher Saves UDig 8-10 Hours a Week in Monotonous, Manual Sourcing



The Problem

Monotonous, manual sourcing wasn't delivering

UDig, a technology consulting company, had aggressive hiring goals for 2022. Matt Hill, Senior Manager of Talent Acquisition at UDig, recognized that in order for the company's two-person recruiting team to meet those goals, they'd need to offset their sourcing efforts.

At the time, he and his colleague were primarily relying on LinkedIn Recruiter to build their candidate pipelines. On light interview days, he'd spend between two and three hours sourcing talent on LinkedIn. On heavy interview or meeting days, he ran the risk of falling behind on the sourcing side.



Matt Hill
Senior Manager of
Talent Acquisition

Tedious & repetitive sourcing process

+

Creative solutions to find candidates

+

Highly competitive tech space

+

Small team with ambitious goals

He realized that after a while, scouring over the same search results and the same candidates wasn't the best use of his time. The monotony of manual sourcing, especially for highly specialized tech roles, eventually became less productive and more draining.

"It can get really repetitive on LinkedIn Recruiter. Even if you switch up searches, you're looking at the same interface," says Matt. "I thought, we may be missing people that we want to talk to because our eyes start to glaze over."

He was curious about creative sourcing solutions that would minimize the amount of manual searching he'd have to do, and scheduled a demo with Fetcher.



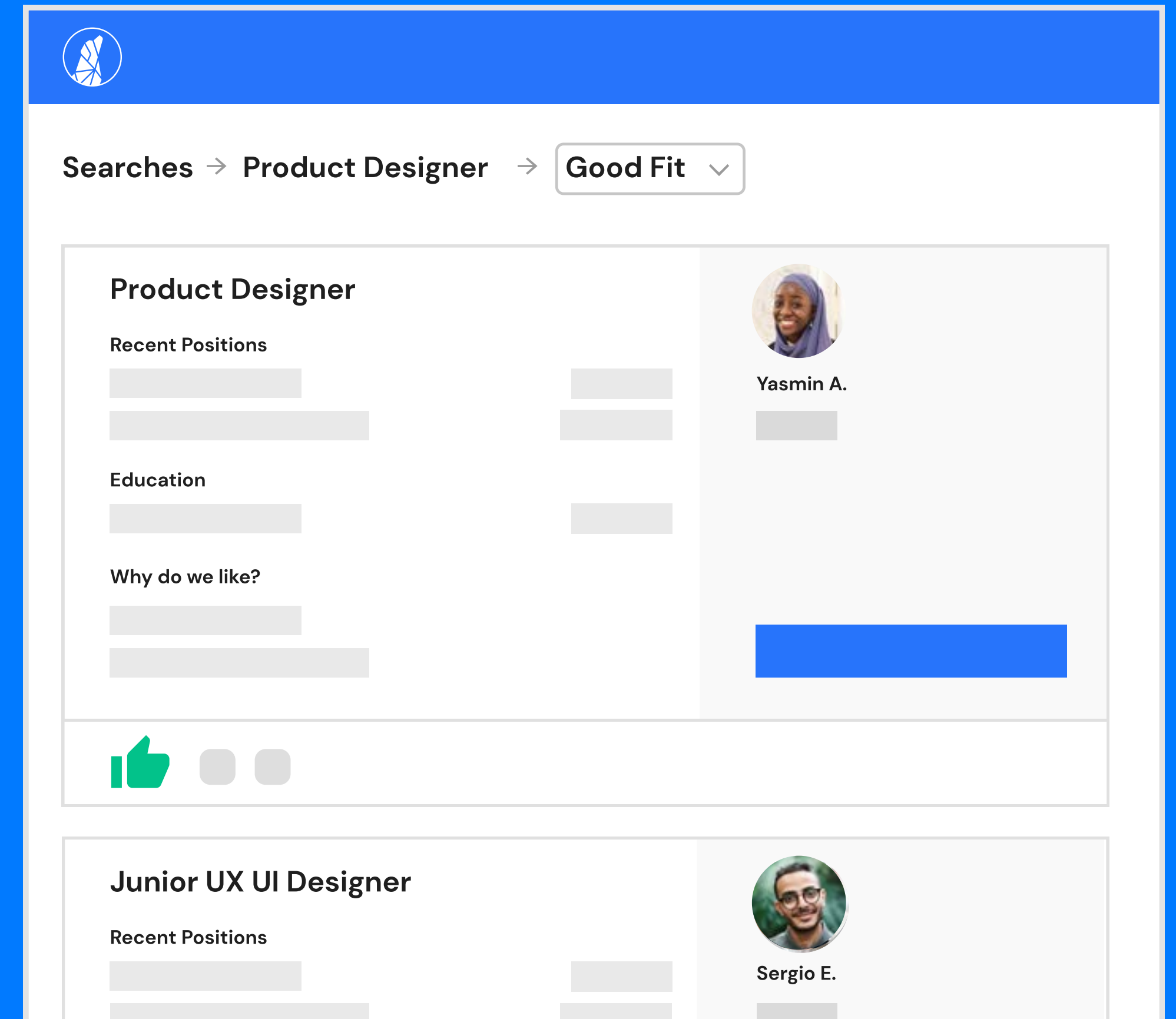
The Solution

The power and personalization of automation

The UDig team first partnered with Fetcher in March of 2022. They started utilizing Fetcher to build their pipelines of tech talent and began getting batches of sourced candidates sent to their inboxes twice a week. Matt now shares the initial batch of candidates with the hiring manager, so he can make sure his search parameters are aligned with their needs.

From there, he also integrated Fetcher into Slack to receive and provide feedback on Fetcher-sourced candidates even faster.

Once he finds a candidate to connect with, he now adds them to an email sequence with one click in Fetcher. On top of the time saved by automating follow-ups, he's also seen higher response rates by emailing through Fetcher versus InMail.



“Everybody’s looking for developers. You stand out when you have Fetcher’s personal email communication. As a candidate, you can ignore InMail but it’s different when I’m emailing you directly and telling you that I really like the work you’re doing.”



Matt Hill, Senior Manager of Talent Acquisition

The Results

Maximizing candidate outreach and recruiting efficiency

With Fetcher, UDig has a 38% interested rate from candidates and made three successful tech hires last year. With automated sourcing, Matt and his team can have interview-heavy days, without worrying they'll fall behind in finding new prospects. It also gives UDig's recruiters more bandwidth to improve their processes outside of sourcing.

"I really use Fetcher as my main sourcing tool because I want it all to come to me," Matt adds. "I can focus on other projects that can add value at UDig elsewhere, like interviewing or interview scorecards. I can focus on those things because I know sourcing is still going on in the background."

UDig

Inside UDig's success with Fetcher

38% avg. interested rate

Increased response rate

8-10 hours a week saved

The Results

Moving forward with Fetcher

When renewal came around in early 2023, Matt had to decide between keeping his LinkedIn Recruiter seat or Fetcher. Fetcher had already shown its value by saving Matt time while still delivering interested, quality candidates, so he made the decision to discontinue his LinkedIn Recruiter license and lean into Fetcher.

With Fetcher's Chrome Extension, Matt can still add candidates he finds on LinkedIn to his pipeline in Fetcher. And this year, he also plans to implement more nurture campaigns and reconnect with UDig's talent pool through Fetcher's Directory features.

"I didn't think it was possible to automate this part of recruiting," adds Matt.

"Because sourcing is so detail-focused, you have to have eyes on it to make sure you're looking at and talking to the right people. I'm still looking at who is sent to me, but the process of finding those people is now automated. And that's what has made the biggest difference."

Matt Hill, Senior Manager of Talent Acquisition



Learn more about how we
help teams identify and
engage top, diverse talent
at fetcher.ai

