Case Study

Rapidly growing start-up Socotra elevates recruiting with Fetcher

fetcher × ▽ **socotra**

The Challenge

An agile start-up looks for an agile recruiting solution

As Head of Talent Acquisition at Socotra, Dubi Ben-Shoham recognized that the demands placed on him and his team were becoming unsustainable as the company's growth continued. With 15 to 20+ jobs open at all times, the team was struggling to manually source, work on job listings with hiring managers, and interview candidates. They also didn't have a method for consistent outreach; if a candidate didn't respond to the first touchpoint, they wouldn't reach out again.

As a platform that focuses on providing agile solutions for insurers, having time for innovation was also important to Dubi. He has added four team members since he joined Socotra in 2019, and needed time to dedicate to mentoring and improving processes between team members.

Dubi Ben-Shoham
Head of Talent Acquisition,
Socotra

Constant 15 to 20+ jobs open

+

Manually sourcing

+

Hiring Manager collaboration

+

Interview candidates

+

No consistent outreach

Sourcing all day...without actually sourcing all day

Dubi has always prioritized learning about new hiring platforms and building strong relationships with teams he decides to work with. On the demo with Fetcher, the ability to have curated batches of candidates stood out to him.
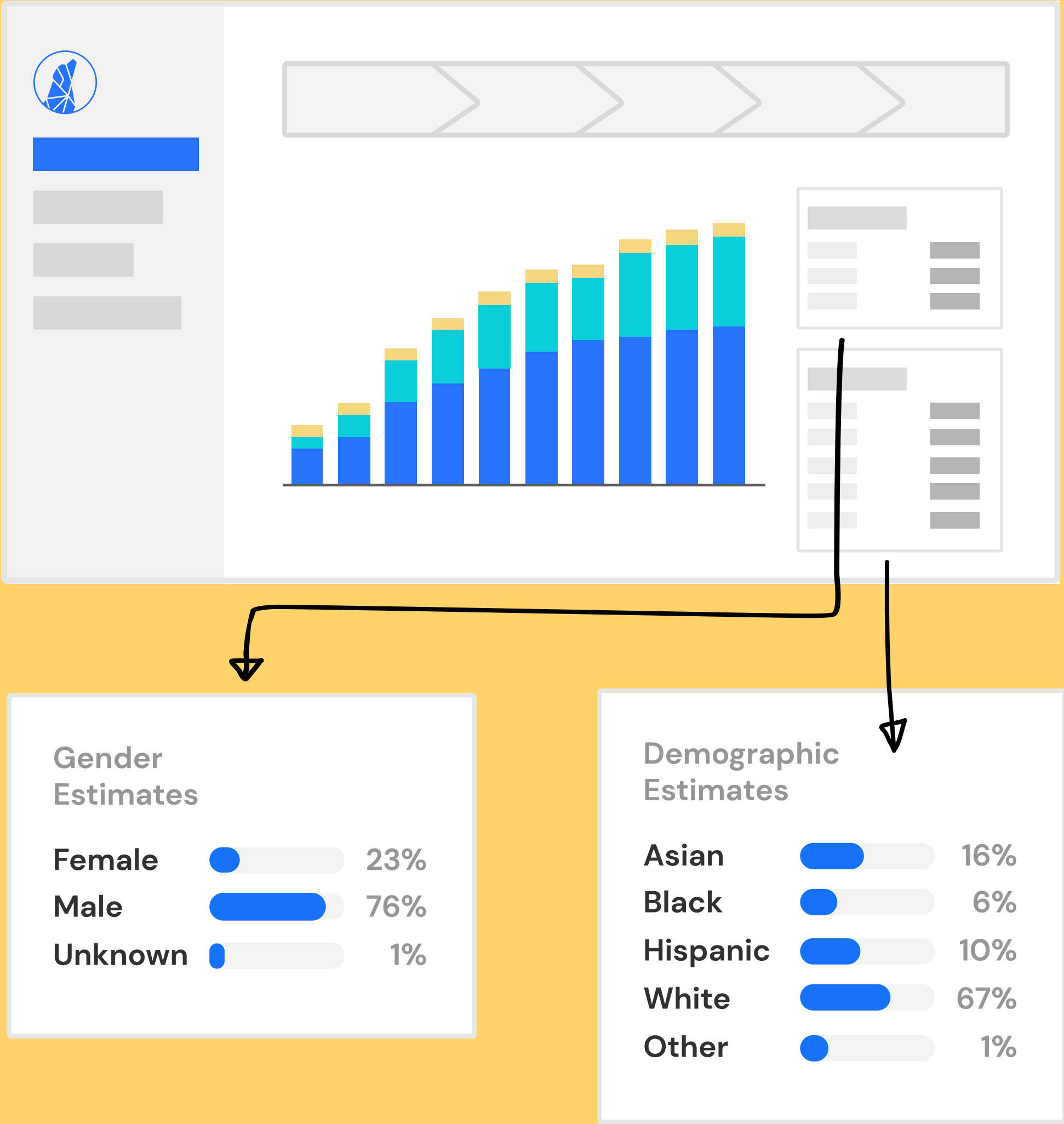
"I thought, this is a way that I can do the job that our [executive team] is expecting, but I'm actually passively doing a big part of it through Fetcher," he added.

He also found a strong connection with the Fetcher team, which was the deciding factor in choosing to implement Fetcher in April 2021. Since then, Socotra's talent acquisition team has used Fetcher to source for hard-to-fill roles in engineering, sales, and marketing.
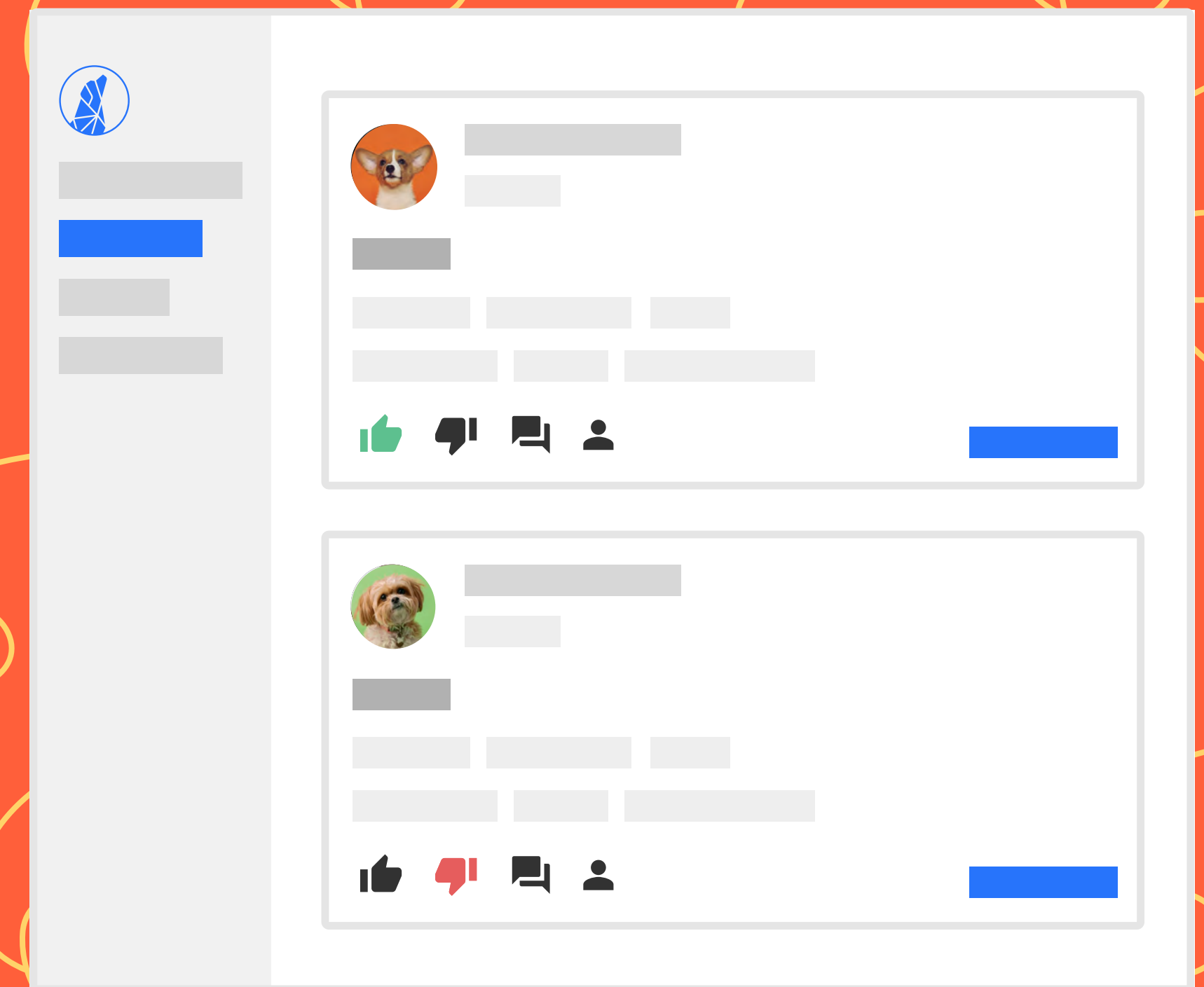
Dubi says that recruiting for diversity is deeply ingrained in his team, and Fetcher's sophisticated sourcing capability also allows them to build diversity in their talent pool, without having to invest in separate DE&I resources.

"Companies like Google and Amazon have so much money they can dedicate just to DE&I, and if you are a diversity candidate, you are probably really excited to get a call from one of those companies. However, for a company like ours that no one has ever heard of, it's always challenging. Our last 4–5 hires were all women candidates. That's awesome," adds Dubi.

Gender Estimates

Female 23%
Male 76%
Unknown 1%

Demographic Estimates

Asian 16%
Black 6%
Hispanic 10%
White 67%
Other 1%

The Results

Keeping costs down and candidate responses up

Socotra has made crucial hires through Fetcher to date, including a Director of Sales Operations and a Senior Software Engineer. Dubi is also currently sourcing for a Vice President of Marketing, exclusively through Fetcher. "We are getting quality candidates that we want to talk to," said Dubi. Fetcher has allowed Socotra to keep their recruiting budget lean because they don't need to hire a sourcer or rely on contract recruiters. They also don't plan on renewing their LinkedIn Recruiter seats, since Fetcher pulls candidate information from LinkedIn and provides a simple, effective way to send outreach sequences. "What I've learned through Fetcher, is that it's actually the second or third email that gets them interested."

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The Results

Putting the people side of recruiting first

Because Socotra's team can rely on Fetcher to source talent for them, they now spend more time on moving candidates more quickly through the pipeline, while ensuring a great hiring experience. As the leader of the TA team, Dubi says he loves having the time to check in with his team, think about new ideas, and improve their processes. "In a start-up, being able to have headspace time is crucial, and sourcing takes a lot of headspace," he added. Having this time back ensures Socotra's compact recruiting team can continue to adapt and dedicate time to understanding candidate needs.

By incorporating Fetcher into their recruiting processes, Dubi has added value to his team by giving them time back in their day for people-focused tasks. He's also brought value to his organization by ensuring Socotra stays competitive in today's fast-paced hiring market.

Solutions

1. Quicker through pipeline

2. Ensuring positive hiring proces

3. Better internal communication Candidate-focused tasks

4. Time savings

Learn more about scaling
your start–up's recruiting
strategy at fetcher.ai