

Case Study

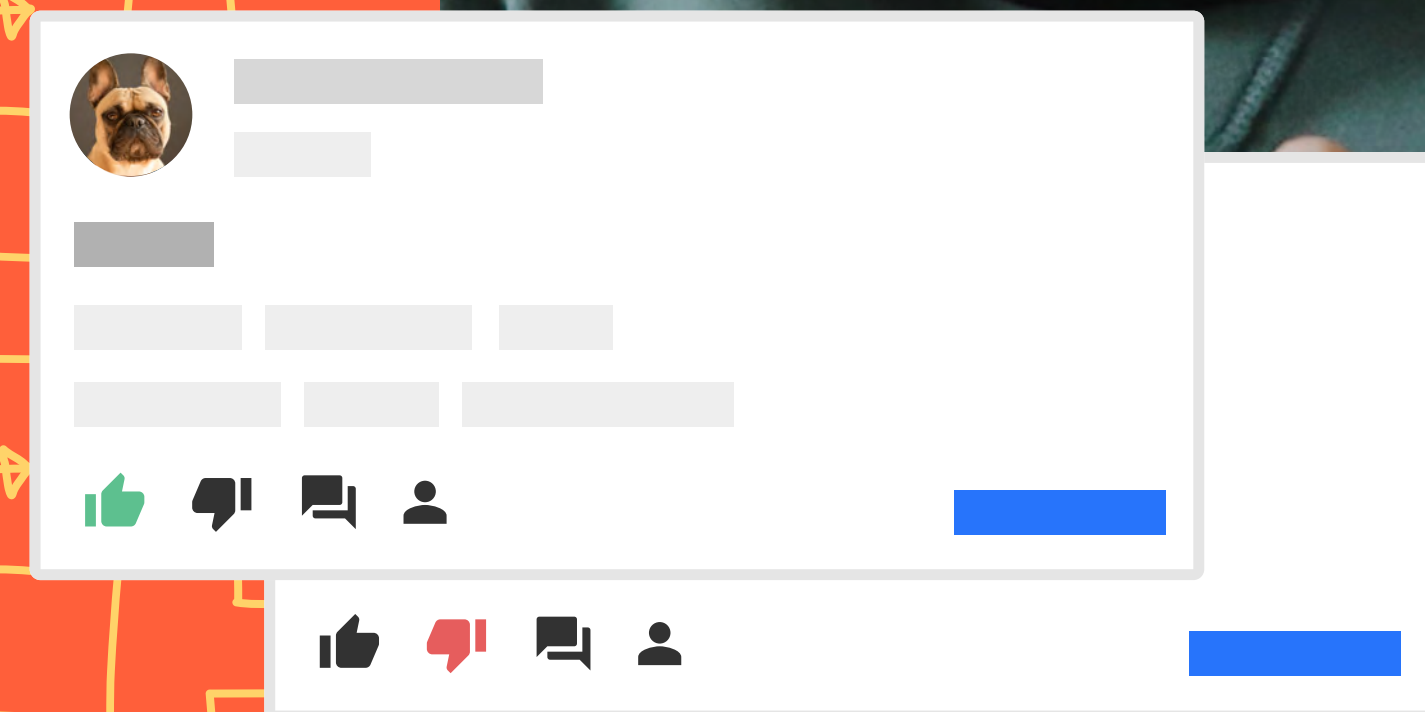
# Leveraging recruiting software to optimize hiring workflow

How the Netherlands-based digital agency, SQLI Digital Experience (formerly Osudio), uses Fetcher's recruiting automation platform to grow its multi-national team quickly and efficiently.



**fetcher** ×

**SQLI  
DIGITAL  
EXPERIENCE**



When SQLI Digital Experience's Head of People, Leen Van Puyvelde, and Talent Manager, Frederik Pijls, were initially referred to Fetcher, they were skeptical. Frederik assumed it'd be a tool they'd maybe use for a few weeks, but not a long-term solution for their recruiting goals. However, after seeing Fetcher's demo, they were thrilled with the platform's capabilities and since then, it's become a long-term solution to improving their hiring workflow.


Pain Point 1:

# Hiring manager motivation

Fetcher’s team-based recruiting software gave the recruiting team and hiring managers a chance to work together from the start, developing search criteria and automated email outreach sequences for each role. With this, the hiring managers started to feel more involved in the hiring process and empowered to engage with candidates.

**Solution:**

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### Create New Search

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How will you source?

●

Basic Criteria

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Additional Criteria

●

Notes



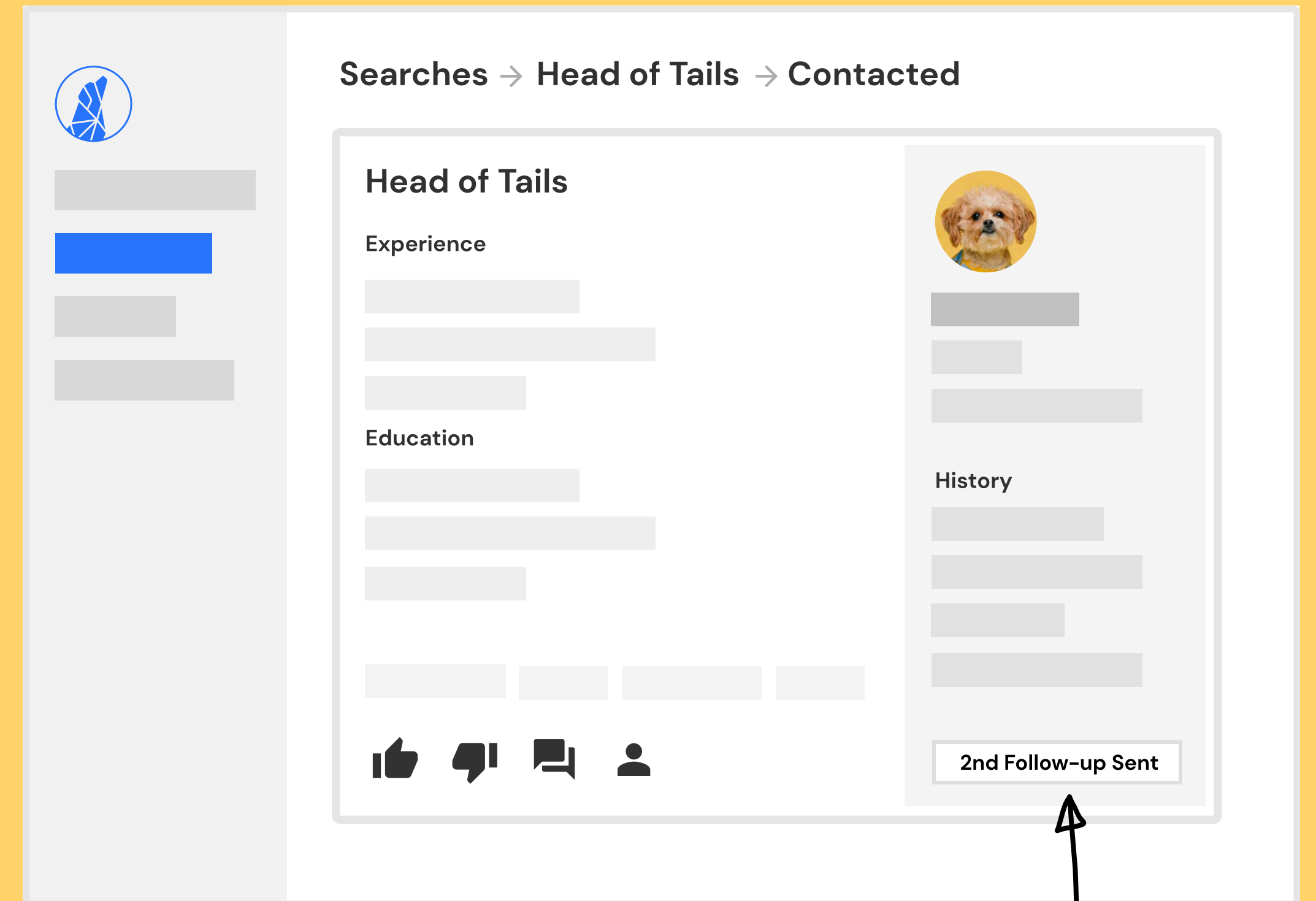
Pain Point 2:

## Hiring manager engagement

Previously, hiring managers did not have the time to fully engage with outreach to candidates. SQLI Digital was looking for tools to make this process less time consuming, while also increasing response rates.

### Solution:

Fetcher's platform gave SQLI's recruiting team the ability to work with hiring managers to develop a personalized, automated email outreach series for each role. These email series live in Fetcher, but come directly from the hiring managers' emails, substantially improving response rates. In a few months, SQLI was able to reach out to more than 1,000 candidates, with a 31% response rate and 29% interest rate. These successes keep the hiring managers motivated throughout the hiring process. In fact, with Fetcher, two of SQLI's managing directors that had been struggling for months to find qualified BDMs were able to successfully hire two qualified candidates within just three months!



Remind candidates that you're still interested through automated follow-ups!

Pain Point 3:

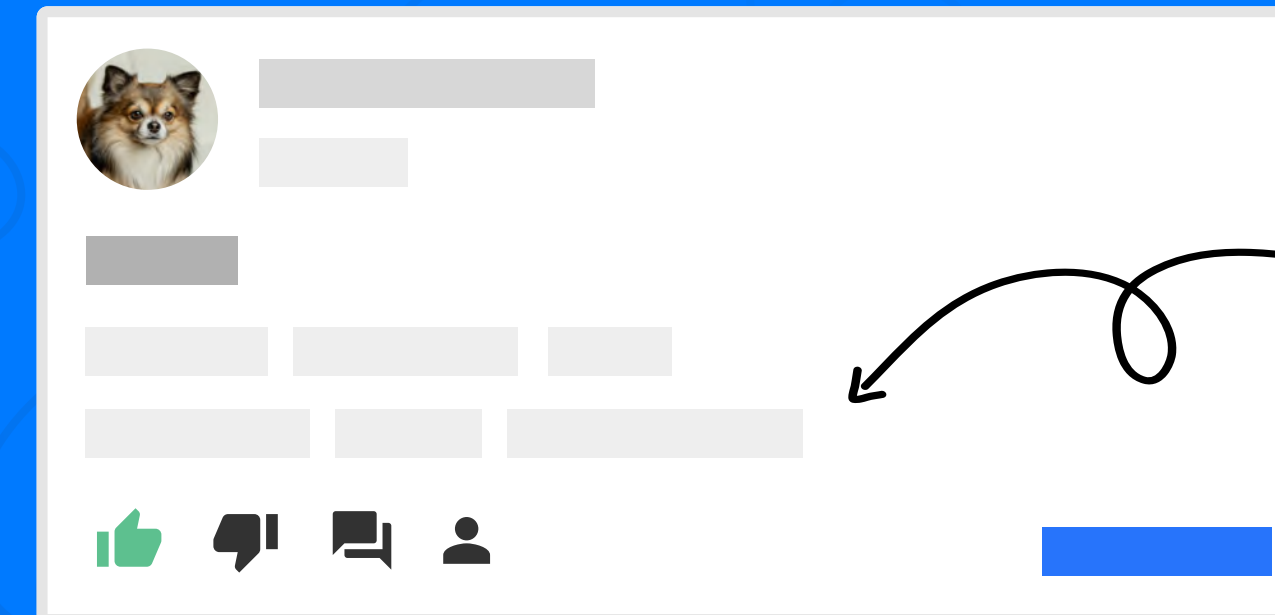
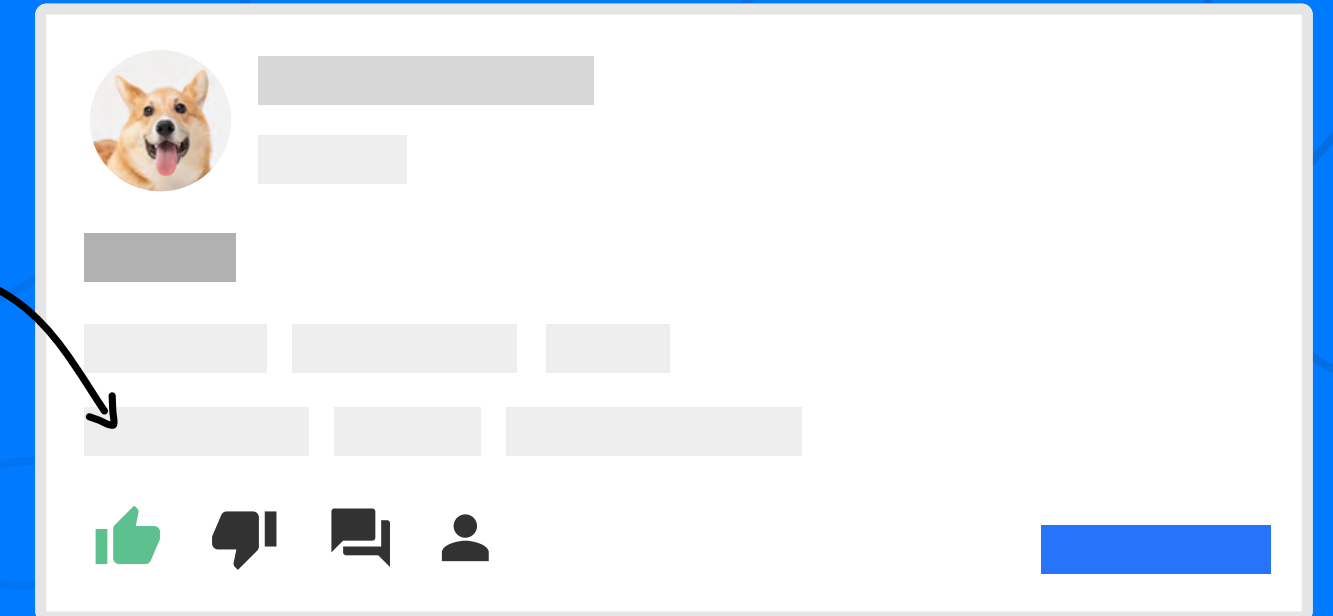
## Lack of pipeline for open positions

Prior to Fetcher, SQLI Digital's candidate pipelines would dry up quickly, leaving its recruiting team with few options, longer hiring times, and more challenges.

### Solution:

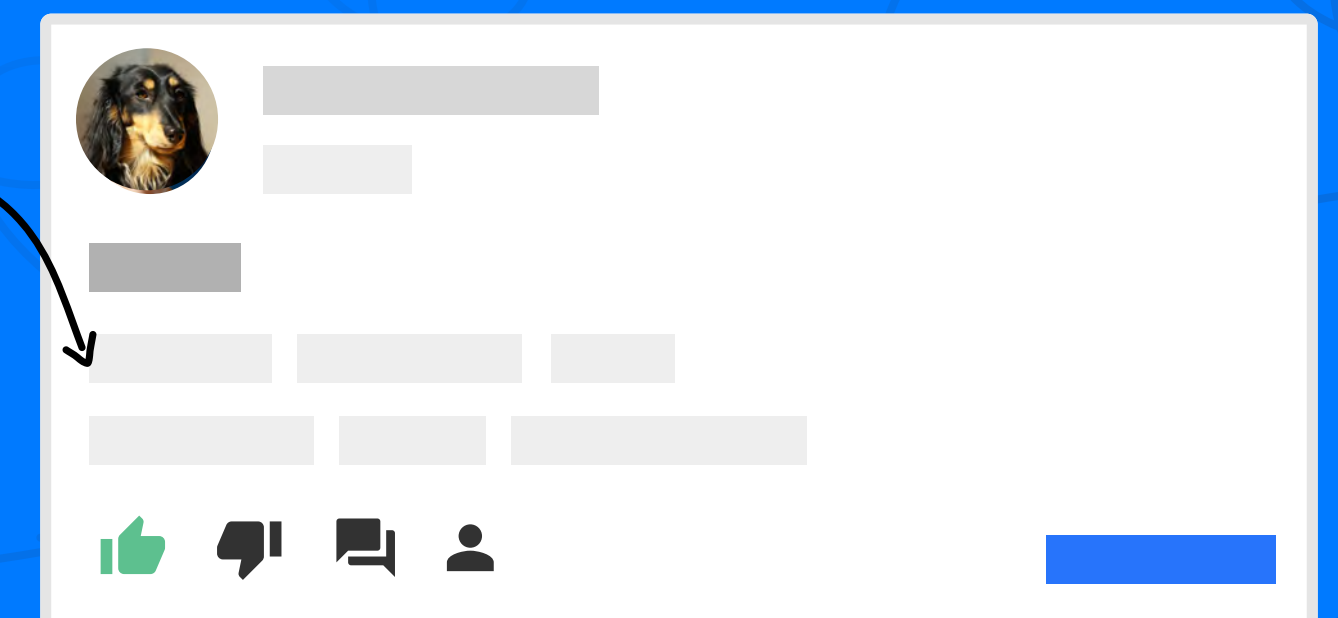
Fetcher's AI-powered talent sourcing software sends candidates in batches, while continuously learning SQLI Digital's preferences. SQLI Digital Experience has seen a much steadier flow of candidates, giving them more control over their pipeline and ultimately leading to more choices in qualified candidates. "When we put the search in Fetcher, the good candidates come up, and they keep coming. That's different from other search platforms," says Frederik.

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