

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.



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**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*.

Hiring Manager Motivation

The SQLI Digital recruiting team was experiencing some inconsistencies with its hiring managers — some were seeing great success in reaching out to candidates, and some weren't seeing as strong of results. As Leen notes, "They often think that recruitment is something being done for them, but it's a mutual effort."

Solution:

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.

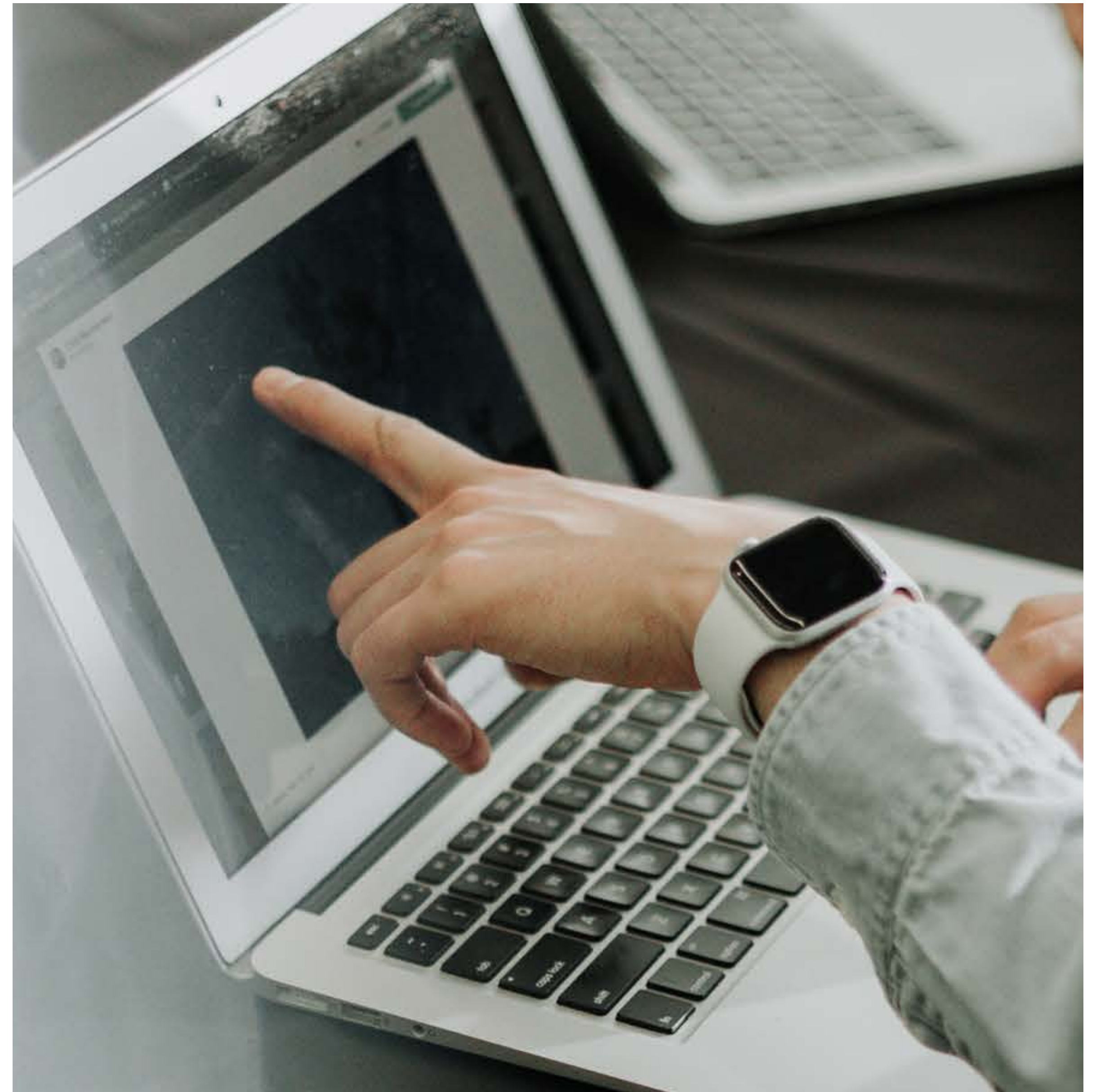


Hiring Manager Engagement

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.

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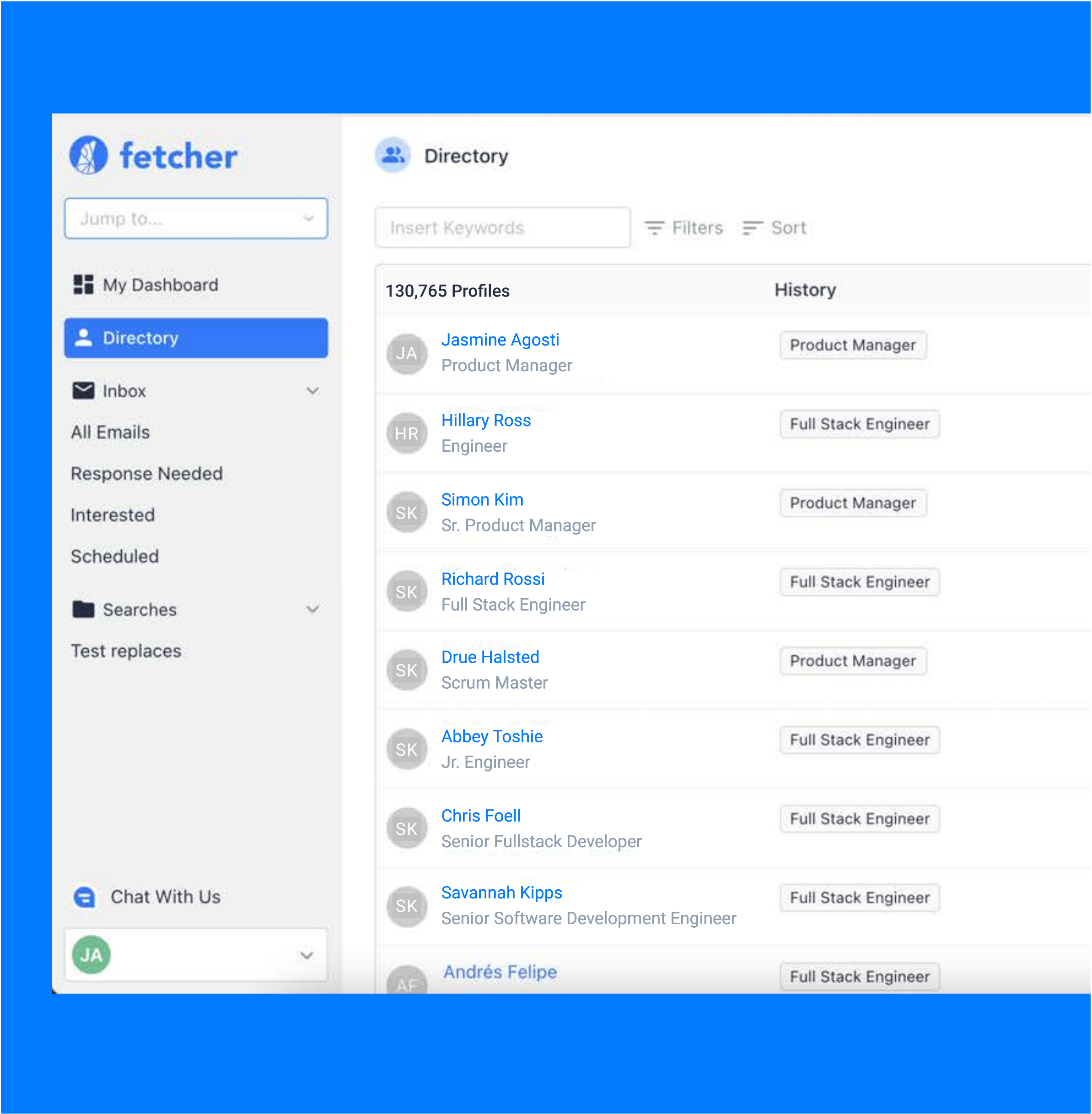


Lack of Pipeline for Open Positions

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.





Looking for an automated recruiting platform
to help optimize your hiring workflow?

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