



ASTATECH

Ascend Financial Peaks

Strategic Recruitment & Staffing Services

Case Studies

Case Study 1: A UK Based Tech Recruitment Company- Exceeding Recruitment and Business Development Goals

Case Study 2: A UK Based Tech Recruitment Company –Succeeding in US and European Markets

Case Study 1



✓ Challenge

Our client, a leading player in the tech industry, faced a critical challenge: filling six pivotal roles within their organization within a six-month timeframe. With competition for top talent fierce and the need to ensure the right fit for each role paramount, the task was daunting. Despite access to robust tools and databases, meeting this deadline necessitated a comprehensive strategy and unwavering dedication.

✓ Approach

Armed with the client's resources and a determination to surpass expectations, our team devised a multi-pronged approach. We harnessed the power of advanced recruitment techniques, leveraging Boolean search, targeted candidate sourcing tools, and conducting in-depth qualification calls. Our commitment to productivity was unwavering, with our team averaging an impressive 100 calls per day to maximize outreach and engagement.

Results



Rapid Role Fulfillment

Surpassing the initial target, all six roles were filled within an astonishing three-month period, underscoring our team's efficiency and agility.



High Probation Success Rate

Of the six candidates placed, five successfully navigated their probationary period in the tech field, validating the quality and suitability of our placements.



Effective Business Development Transition

Building on our recruitment success, our team seamlessly transitioned into business development activities. Within three months, we executed targeted cold calling campaigns, resulting in 18 qualified calls with key decision-makers.



Successful Conversion Milestones

Six of these qualified calls translated into successful conversions, marking a significant milestone in our client's business development journey.

Methods Employed & Tools Utilized



Methods Employed

- **Thorough Talent Identification:** Conducting thorough cold calls and reference checks to identify top talent..
- **Personalized Candidate Outreach:** Crafting personalized messages to enhance response rates and engagement.
- **Comprehensive Interview Preparation:** Preparing candidates extensively for interviews to ensure a seamless recruitment process.
- **Strategic Talent Mapping:** Leveraging data and market insights to map out potential candidates and align them with client needs.

Tools Utilized

LinkedIn Recruiter: Harnessing the power of LinkedIn's extensive network to identify and engage with potential candidates.

Sourcewhale: Utilizing advanced candidate sourcing capabilities to broaden our talent pool.

CRM Systems: Streamlining our recruitment and business development efforts to maintain efficiency and organization.

Job Boards: Tapping into diverse job boards to access a wide range of candidates across various industries.

Case Study 2



✓ Challenge

Our client, a leading player in the tech industry specifically in Dynamics 365 market, decided to face a new challenge by expanding their niche market and their clients in Europe and United States. After landing one of the fastest growing social media clients in 2021 called BeReal, it was one of the biggest challenges that the company has faced during that time. As they urgently needed talent to support that massive growth. So, with our resources, we helped them with roles such as Lead Developers, Head of Engineering and CTO, with salaries ranging from \$160K-\$250K.

✓ Approach

We had to use a smart approach since the client wanted people with social media background experience, while also making sure that the numbers of the CVs presented are in line with the expectations. We harnessed the power of advanced recruitment techniques, leveraging Boolean search, targeted candidate sourcing tools, personalized messaging, and conducting in-depth qualification calls. Our commitment to productivity was unwavering, with our team averaging an impressive 100 calls per day to maximize outreach and engagement.

Results



Key Engineering Roles Filled with High Profit

Two of the most important Head of Engineering and Lead Developer roles were filled by our resources, with salaries \$160K and \$200K which resulted in \$72K profit.



Expansion of Recruitment Opportunities

Led us to receiving six other new Mid-Senior Developer roles from BeReal.



Strategic Business Development in the U.S.

Building on our recruitment success, our team seamlessly transitioned into business development activities in the United States. We executed targeted cold calling campaigns, followed with personalized messaging, resulting in landing a new client called Ngena.



Successful Placement and Profit Increase

We managed to fill one of their key positions as a Partnerships Manager, which also led to a \$32K profit.



Methods Employed & Tools Utilized



Methods Employed

- **Comprehensive Talent Screening:** Conducting thorough cold calls and reference checks to identify top talent.
- **Enhanced Candidate Engagement:** Crafting personalized messages to enhance response rates and engagement.
- **In-Depth Interview Preparation:** Preparing candidates extensively for interviews to ensure a seamless recruitment process.
- **Targeted Recruitment Campaigns:** Implementing focused recruitment campaigns to attract and secure the best candidates for each role.

Tools Utilized

LinkedIn Recruiter: Harnessing the power of LinkedIn's extensive network to identify and engage with potential candidates.

Sourcewhale: Utilizing advanced candidate sourcing capabilities to broaden our talent pool.

CRM Systems: Streamlining our recruitment and business development efforts to maintain efficiency and organization.

Job Boards: Tapping into diverse job boards to access a wide range of candidates across various industries.

THANK YOU!

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