entelo

CASE STUDY:

APPDYNAMICS

AppDynamics Uses Entelo to Increase Candidate Pipeline by 20% and Boost Email Response by 15%

Headquarters | **San Francisco, CA, USA**   Industry | **Technology**   Annual Revenue | **Privately Held**

Technology firm AppDynamics has experienced massive growth in its relatively brief history, growing to almost 800 employees in under seven years. To keep up with its success, its recruiting team is equally hard at work, keeping its talent pipelines full and competing against other firms for precious human capital. AppDynamics' talent team turned to Entelo for a comprehensive recruiting platform to help them continue raising their company above the noise.

Getting to the Right Candidates, at the Right Time

To reach candidates at the right time, AppDynamics takes full advantage of Entelo's predictive analytics in order to narrow the field to the most receptive candidates. "Being in the right place at the right time is essential," explains Luan Lam, VP of Global Talent Acquisition. "No one else offers the predictive analytics that Entelo does. It gives our team a much better chance of connecting with a candidate when he or she is likely to be open to a new opportunity."

To further boost the likelihood of getting noticed, AppDynamics uses Entelo's email tracking tool. They had previously relied on LinkedIn InMails to connect with candidates, but found that response rates were lower than they wanted. "There is virtually

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Luan Lam
VP Global Talent Acquisition | **AppDynamics**

OVERVIEW

APP**DYNAMICS**

PAIN POINTS / CHALLENGES

- Lack of visibility into candidates most receptive to a new opportunity

- Low email response rates and manual tracking process in Excel

- Desire to continue being a metrics-focused recruiting organization

RESULTS USING ENTELO

- Increased candidate pipeline by 20% by using Entelo's predictive analytics to source candidates at their ripest time

- Boosted email response rate by 15% by using Entelo Track coordinate and track candidate engagement

- Obtained statistics on recruiter usage as well as effectiveness of email outreach

zero return on Linkedin messages on my Ruby [programming skill] search," notes Christine Alluise, Senior Technical Recruiter. "Using Entelo, I have already received email responses this week." Overall, AppDynamics has seen a 15% uptick in response rates.

Raising the Bar on Recruiting Operations

Streamlining the communications process — while still preserving the feel of a human touch — is a classic recruiting challenge. AppDynamics uses Entelo to automate the coordination and tracking of hundreds of candidate emails — letting them move away from tedious Excel spreadsheets. They also use Entelo's data-rich candidate profiles to deepen the human connection: "Entelo helps me make my messages richer and filled with more personal details," says Jesse Robinson, Senior Technical Recruiter.

Each recruiter has a weekly candidate quota that he or she must meet, and Entelo is a key part of that. According to Lam, Entelo has increased their candidate pipeline by 20%. Because of this impact, Lam only grants seats to the ones who are using the tool to its fullest potential. He also has creative way of ensuring success: "On a weekly basis, I have a competition on who the top three users of Entelo are. That's because I know how much more productive it'll make my recruiters," says Lam.

In addition, to keep performance high, Lam reviews the email conversion rates with his team every week and discusses which email templates are performing best. Finally, the team uses the Entelo-Greenhouse integration, which lets them leverage their existing investment in their chosen ATS. The AppDynamics talent team continues to raise the bar on recruiting by using Entelo as a key piece of their arsenal.