

CASE STUDY:

FLEXPORT

Entelo supports Flexport's global recruiting needs by boosting engagement with candidates

Global Offices: | **San Francisco, New York, Los Angeles, Chicago, Atlanta, Amsterdam, Hamburg, Hong Kong, Shenzhen** Industry | **Logistics & Supply Chain**

Flexport is redefining how companies manage their global supply chain with a mission to fix the user experience in global trade and bring the world free trade through technology. The company has a vision for a world where any two businesses can trade with each other without regard for geographic distance, logistical complexity, or regulatory challenges.

As a Recruiting Business Partner at Flexport, Ashley Kareken and her team are tasked with maintaining a high volume of outbound sourcing activities daily, on top of candidate screening, resume review and closing candidates. With sourcing being the #1 vehicle for hiring at Flexport, the team was in need of a platform to streamline their candidate discovery and engagement activity.

Moira Reilly has held various roles at Flexport and was recently responsible for engineering recruiting. Given the high demand for technical talent in the area, Moira maintains a long-term strategy in her recruiting process and relies heavily on nurturing candidates to warm them up for future opportunities. "Technical Recruiting differs from Business Recruiting, as it involves a longer nurturing timeline and hiring process," explains Reilly.

An aggregated view of candidate backgrounds

The Flexport recruiting team had been using other tools to source talent but became frustrated by the lack of response from candidates and visibility into the performance of outreach. "With Entelo, we have direct access to personal emails, visibility into

OVERVIEW

FLEXPORT

PAIN POINTS / CHALLENGES

- Difficulty sourcing candidates using other tools
- High level of competition among tech giants for many roles
- Issues tracking candidate pipeline stages in their ATS

RESULTS USING ENTELO

- 12 confirmed hires using Entelo
- High level of visibility and increased engagement rates
- Easy to export qualified candidates to ATS from Entelo

how frequently candidates are looking at our emails, and can easily send follow ups based on that activity,” explains Kareken.

With Entelo, Flexport has a single view into a candidate’s career history and qualifications which cuts down their sourcing time and streamlines the recruiting process. Entelo aggregates candidate profiles from over 50 data sources, including social sites like Dribbble, Behance and Github, which the Flexport recruiting team relies on to source talent. “Sourcing is a big part of my day to day. It has never been my favorite activity because of how manual and tedious it can be, but Entelo has allowed me to make sourcing less of a chore.”

“I use Entelo at least a few hours every day. I love having the ability to schedule times for emails to be sent out and the ease of organizing my candidate lists.”

Optimizing candidate outreach

The Flexport team leverages Entelo’s ‘More Likely To Move’ functionality and ability to schedule emails to send at a later time. These tactics have led to warmer candidate leads through this form of initial outreach. “I have noticed that response rates have improved later in the day for Engineers, so the scheduling feature really comes in handy” explains Reilly.

Improved metrics

After implementing Entelo, Kareken and Reilly quickly saw the value of the platform. Email open rates for Kareken’s business roles shot up to an impressive 78.9 percent on average. Reilly saw response rates average 52.6% for her technical roles - some as high as 71.5 percent.

Together Kareken and Reilly were able to bring on 12 key new hires in their first year using Entelo, helping their recruiting team reach annual headcount goals and arming Flexport with the talent needed to propel their business forward.



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Moira Rielly

Senior Talent Programs Associate
Flexport