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

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

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
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.

Moira Rielly
Senior Talent Programs Associate
Flexport

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