



CASE STUDY – Daptiv

Archer & Associates hired forty-five new, professional employees in seven months, built three new teams, and implemented recruiting best practices across the company to ensure continued, post-engagement success.

THE COMPANY

Daptiv, originally named eProject, was founded in Seattle in 1997. Daptiv is the on-demand leader in collaborative business software, enabling companies of all sizes to transform their mid office business operations across projects, departments and teams. Daptiv streamlines employee collaboration dramatically reducing the complexity of managing multiple projects and tasks.

THE SITUATION

Daptiv needed a collaborative partner to overhaul its hiring process and help meet aggressive business goals. Daptiv had experienced only moderate success utilizing a national outsourced recruiting solution as well as contract recruiters. In order to compete in a tight candidate market they needed a competitive, consistent message and measurable results so they turned to Archer & Associates to target and hire top talent in the areas of Engineering, Product Management, Operations and Sales and Marketing.

THE CHALLENGE

Daptiv required rapid hiring of positions across all lines of the business (sales and marketing, engineering, product management, professional services and operations). They needed creative, fast sourcing, deep screening and reliable hiring of top-notch talent that fit its unique and highly regarded corporate culture. Deploying recruiting best practices was important to Daptiv due to its requirements for continued, successful growth. The challenge required an onsite, hands-on approach, a sense of urgency, a can-do attitude and a recruiting partner adept at selling the (work hard, play hard) Daptiv culture to candidates. Daptiv needed to hire outside sales people across the country for the first time in its history requiring a creative and cost-effective solution for the interviewing process.

THE SOLUTION

Archer & Associates provided a fast ramp time – learning Daptiv’s needs quickly, implementing sound recruitment processes, securing a pipeline of candidates, and assisting Daptiv in meeting its head count goals quickly and efficiently. Archer & Associates advised, trained and coached all hiring managers on recruiting best practices, behavioral interviewing, candidate messaging, team debriefing strategies and meaningful recruiting reporting. Archer & Associates’ thorough candidate screening process kept the management resource drain to a minimum. Hiring managers only interviewed offer-worthy candidates during the final stages for each position allowing them to focus on their core business. Many managers cited that they had never before experienced better interview-to-hire ratios. >



THE RESULTS

Archer & Associates helped Daptiv hire a record forty- five highly skilled new employees in seven months across all departments. They designed and built three new sales teams from scratch: a national Field Sales Representative organization; a front line Qualifications team; and a post-sale Account Management team. Archer & Associates implemented best practices in recruiting increasing efficiencies related to time and money. The entire cost of the seven month deployment (including methodology and training) was equal to what might have been paid to an executive placement firm for hiring of field sales representatives alone. Olive Trimble, a newly hired manager at Daptiv himself, says, “Ann-Marie and staff were the friendliest and most efficient team of recruiters I have ever worked with and I’ve spent several years working in the recruiting industry. The Account Management Department had just come into existence and they filled my entire head count even in the short period of time they were given. Archer & Associates hand-picked candidates that were well qualified for the roles as well as had the background and experience to help develop this new department.”