



Elevating candidate experience

Company

SaaS company, NYC HQ, with 750 employees, providing an open-source solution for cloud computing, used by millions of users globally.

Company challenge

As an emerging tech company in a large market, there is a lot of talent competition with previously established tech brands. This competitive market has proved to present hurdles in attracting talent in general, but especially diverse talent.

Solution

Within months after the company implemented Joonko’s automated diversity recruiting solution, the recruiting team began seeing more relevant and diverse talent in their pipeline. Joonko’s software enabled the hiring teams to increase the amount of incoming qualified applicants from diverse backgrounds. As the company is still growing, Joonko’s branded opt-in email feature drastically enhanced their employer brand. When candidates are rejected from the company’s system, they receive an email or in this case company branded emails encouraging them to join Joonko’s pool. The pool funnels additional opportunities that candidates qualify for at other Joonko partnered companies within the area. By giving these candidates extended opportunities, Joonko’s product effortlessly enhances the candidate experience. By utilizing these solutions, the company became better positioned against competitors and more able to attract qualified and diverse talent.

Within the 1-month period

1.6x

Increase in incoming diverse applications

29%

Improve the quality of hire and increased retention rates

Within the 3-month period

23%

Reduce in time-to-fill open positions with qualified and vetted candidates

35%

Enhanced employer brand and increase in positive reviews by rejected candidates

“Finding mission-critical diverse talent to join our growing team has been challenging with so much competition in our market. However, Joonko’s solution made it possible to rise above the noise and helped us establish a competitive edge, providing a great end-to-end candidate experience, with a nice and caring send off to qualified candidates that didn’t quite reach the finish line”

-S., Senior tech recruiter

