



100% diversity candidates

Company

SaaS company, HQ Mountain View, CA with 5000+ employees, US and Canada offices, providing a software business and financial management solution designed for SMBs.

Company challenge

The company decided to focus on building a more diverse workforce as one of its goals from 2019-2020 through setting defined KPIs around diversity hiring. As the tech industry is notorious for a lack of diversity, engaging with qualified candidates from underrepresented groups presented to be a challenge. This hurdle in connecting with qualified, diverse candidates led the company to fall short of their D&I goals.

Solution

Since implementing Joonko's automated diversity recruiting solution, the company's recruiting team received a significant increase in qualified and diverse candidates within their talent pipeline. With Joonko's help, the company began seeing better incoming applications resulting in successfully hiring more diverse talent. Furthermore, the reporting feature which provides high-level insights, with built-in, actionable recommendations, helped the data-driven hiring teams to immensely reform their diversity-recruiting processes.

Within the 1-month period

1.2x

Increase in incoming diverse applications.

29%

Improve the quality of hire and increased retention rates .

Within the 3-month period

\$45k

Saved in company's cost-per-hire annually and save on general recruiting costs.

23%

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

"I love the fact that I don't need another dashboard and that relevant candidates are simply flowing into our ATS, saving me so much time on sourcing. Because of Joonko, I was able to get back to what really matters - hiring great talent".

-T, Manager of HR programs and Talent Architect