Zendesk Will Hire 50 SDRs and AEs Through Betts Connect in 2022

zendesk

Industry:
SaaS, Platform, Customer Service

Funding:
$85.5M

Investment Stage:
Private Equity

Investors:
Singapore EDB, GGV Capital, Benchmark, ESO Fund

Employees:
5,450 Globally

"I always highly recommend Connect because of my experience. It is money well spent and absolutely worth it. Cannot say enough great things about the team at Betts."

Paige Butler,
Senior Recruiter
Zendesk

Old Models for Recruiting

Agency — High Cost / Low Predictability

LinkedIn — Long Lead Times / High Overhead
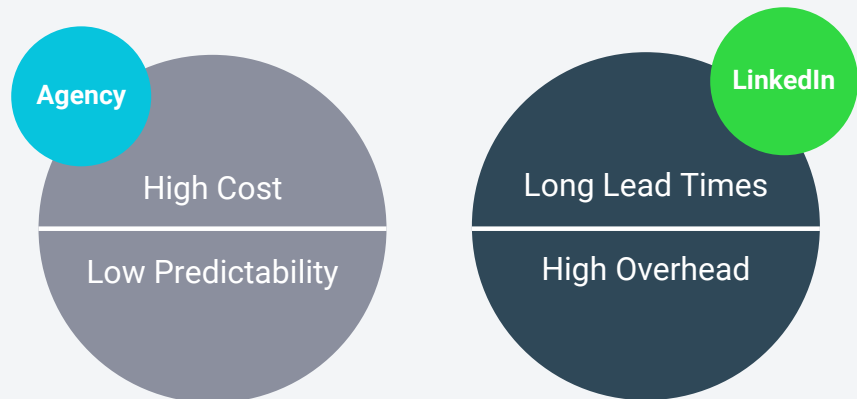
With the agency model, companies employ multiple agencies to hire, which is costly and impossible to forecast. In contrast, the second model in which talent acquisition orgs scale using LinkedIn Recruiter, has high overhead and long lead times, due to the fact that so much time has been spent doing cold outreach with little understanding of candidate fit.

The Challenge

Finding the Right Candidates for the Job

Zendesk had goals of hiring over 100 AEs and SDRs in 2022. One month into the year, they forecasted missing those goals by 50%, as the core recruiting organization was only armed with LinkedIn Recruiter.

This was due to the fact that each recruiter was spending 20+ hours on LinkedIn to make just one hire. That means on average, a recruiter spending 1/4th of their time on LinkedIn, could only hire 12 people a year. Each recruiter needed to hire more than 50.

How Connect + Just in Time Talent Helped Zendesk Scale
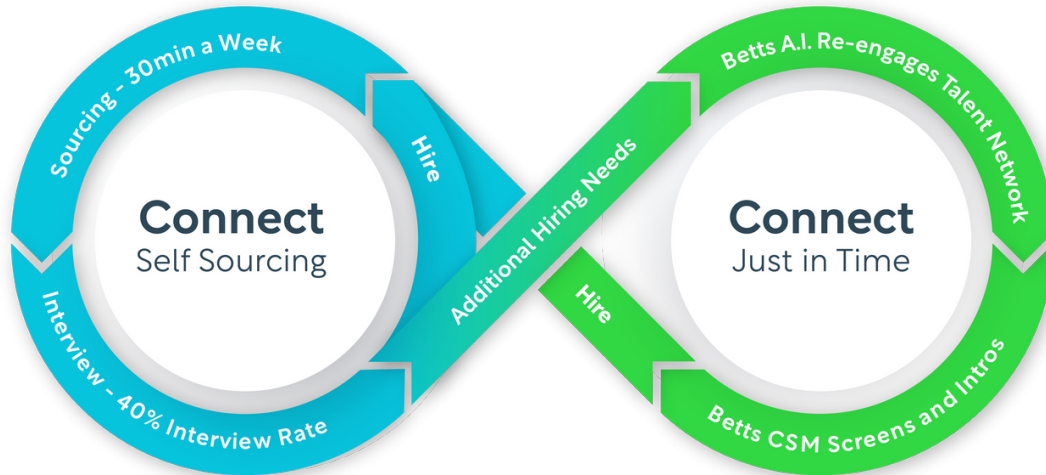
1 — Zendesk spent an average of 1 hour per hire

21 — Zendesk had 21 hires in 7 months

40% — Connect made it easier with a 40% interview rate

250 — Just in Time provided 250 introductions

The Solution

Finding the Right Platform for the Job

Zendesk partnered with Betts to dramatically reduce their time to hire to **one hour per hire using Connect**. This is due to the quality and engagement of the candidates, with interview rates around 40%. The recruiters made 8 hires in one month on Connect. They were also able to find a crucial female ENT AE within the first 45 days on the platform, and she is now on track to close over $1.5M in 2022.

To ensure they were able to close the large 50-hire gap, they purchased 250 introductions of Connect Just in Time Talent. If Connect Self-Sourcing is the baseline for scaling, Just in Time Talent is how you accelerate without having to add overhead. It's the first product that guarantees interviews.

With Connect Self Sourcing and Connect Just in Time Talent, Zendesk has already made 21 hires and is on track to make 50 hires in 1 year. This is the first economical, sustainable model for scaling sales teams.

Learn More about How Connect Can Change Your Hiring Process

Hire Talent Now