

The logo for carsales, featuring a blue outline of a car's roof above the word "carsales" in a lowercase, blue, sans-serif font.

Case Study

“Re-imagining Talent Acquisition for hyper-growth”

By Preacta

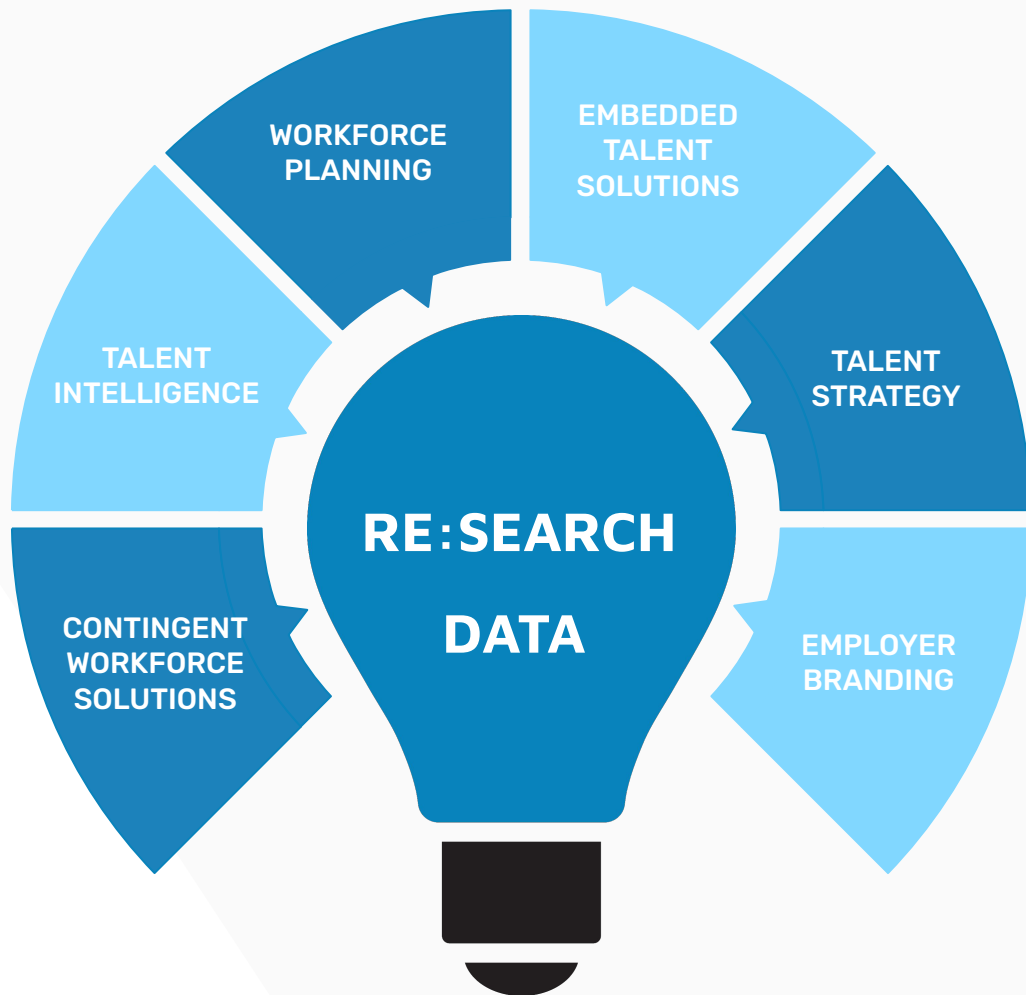




**Challenging the status
quo through **Innovation**
and **Transformational**
Impact.**

PREACTA DIFFERENCE

Setting A New Benchmark In Talent And Recruitment





THE CLIENT

In a context of hyper-growth (*second-hand car prices have been at a record high since the pandemic*), Carsales' TA team faced some capacity challenges – especially regarding niche verticals like Software Engineering, DevOps & Mobile.

Who are Carsales?

- The number 1 online car classifieds in Australia
- 1000+ employees worldwide, with over 200 in engineering alone
- HQ in Melbourne

Positions to Fill

- ✓ **Leadership roles**
- ✓ **Development roles** across all levels
- ✓ **Open roles** for 6+ months

Optimised Talent solution tailored for hyper-growth

HIGHLIGHTS

Subscription Model to address the backlog of roles and increase hiring velocity

End-to-End TA Support, including Talent Intelligence and marketing to feed the top of the funnel, Talent Augmentation for delivery and diagnostics, and continuous improvement through advisory services

Revamp of the Recruiting Assessment Framework

Customised Real-time Reporting Dashboards

Innovation at work

"Resource planning has been key to implementing our strategy and achieving velocity. Getting more interviewers involved in the process and a standardised interview process across the business helped with hiring at scale."

Vinicius – Talent Partner



Re-imagine Talent Solutions to hire at scale

The main challenges

- Feeding the top of the funnel
- Diversity hiring
- Non-optimized interview process

Criticality of these roles for the business

Engineers across the main teams were stretched, impacting the delivery on some projects – with a sudden growth after Covid.



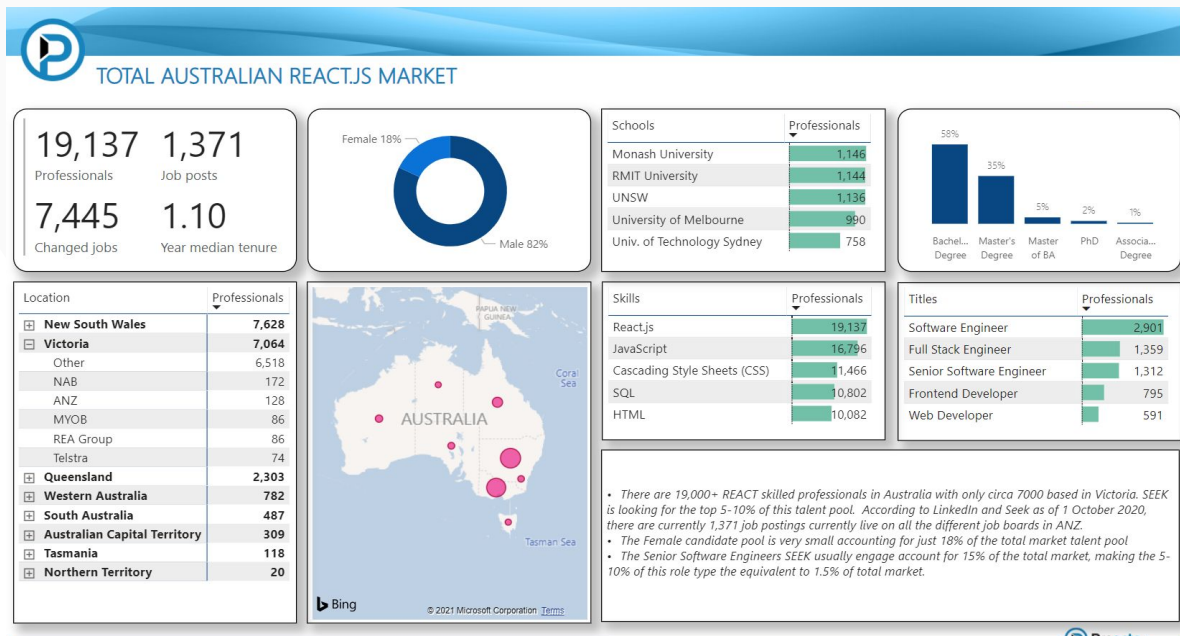
Due to the spike in users, the business also had to focus on **system performance** and reliability.



OUR DIFFERENCE

Talent Intelligence - Market Mapping

Having a strategic approach and mapping all the talent pockets in Australia **helped us clarify the market's state.**

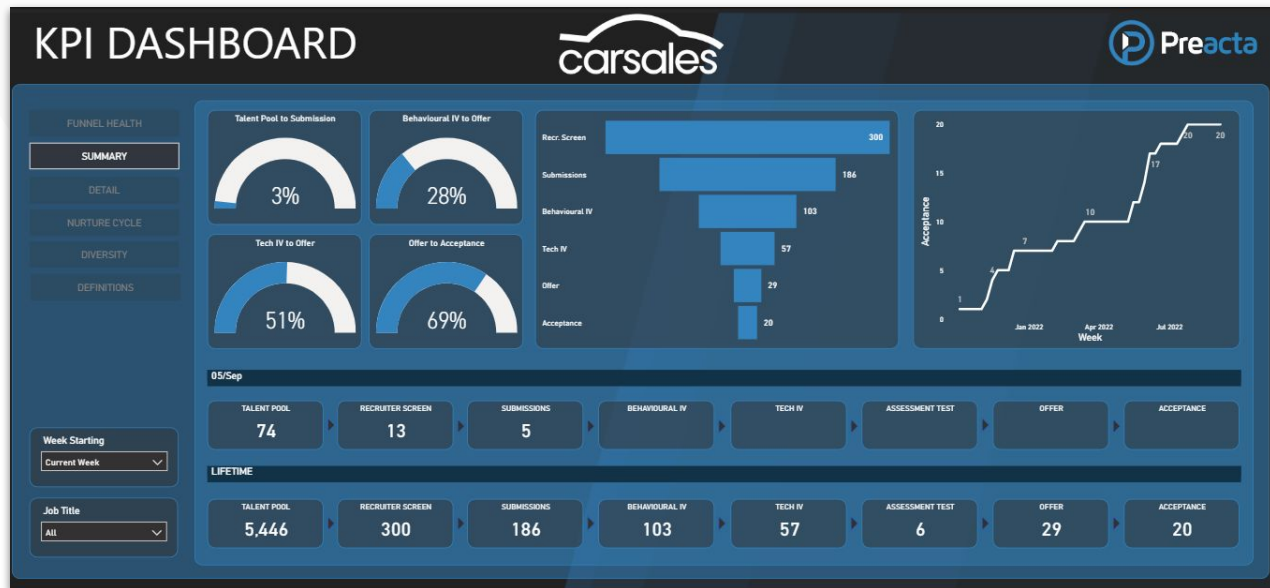




OUR DIFFERENCE

Live Performance Platform

We believe **extreme transparency** enables true partnerships. By implementing a bespoke **performance reporting dashboard**, we ensure all the key stakeholders can access **'live' daily updates** on the progress of your hiring pipeline.

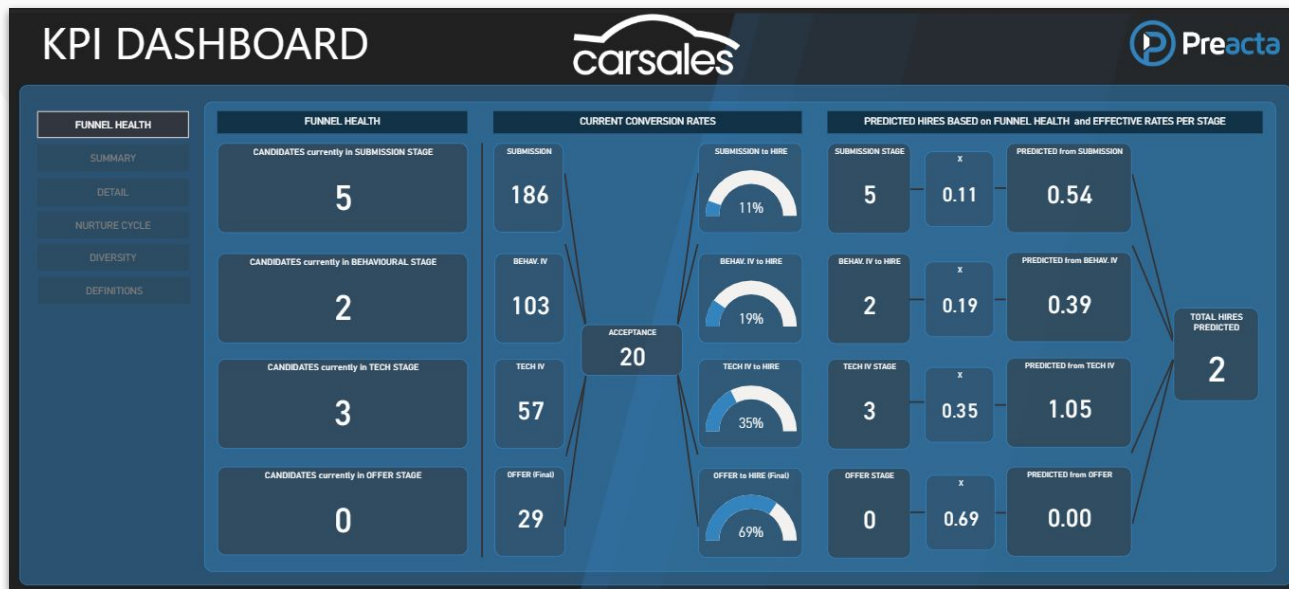


OUR DIFFERENCE

Hires Prediction

We released a new product to predict the number of hires, given your talent pipeline and current interview processes.

Thanks to this tool, we can support our partners more strategically.





THE SOLUTION

Bringing intensity and brand awareness in a competitive market

After the pandemic, the talent market became extremely tight as many tech firms adopted remote work policies. The competition intensified like never before.

Increasing the digital presence of Carsales, sharing more information, and leveraging from a diversified range of channels helped increase brand awareness.

Improving the go-to-market strategy for Carsales differentiated the brand from the competition.

We looked at the messaging and measured the conversion rates on different channels.



Revamping the interview process to bring efficiencies



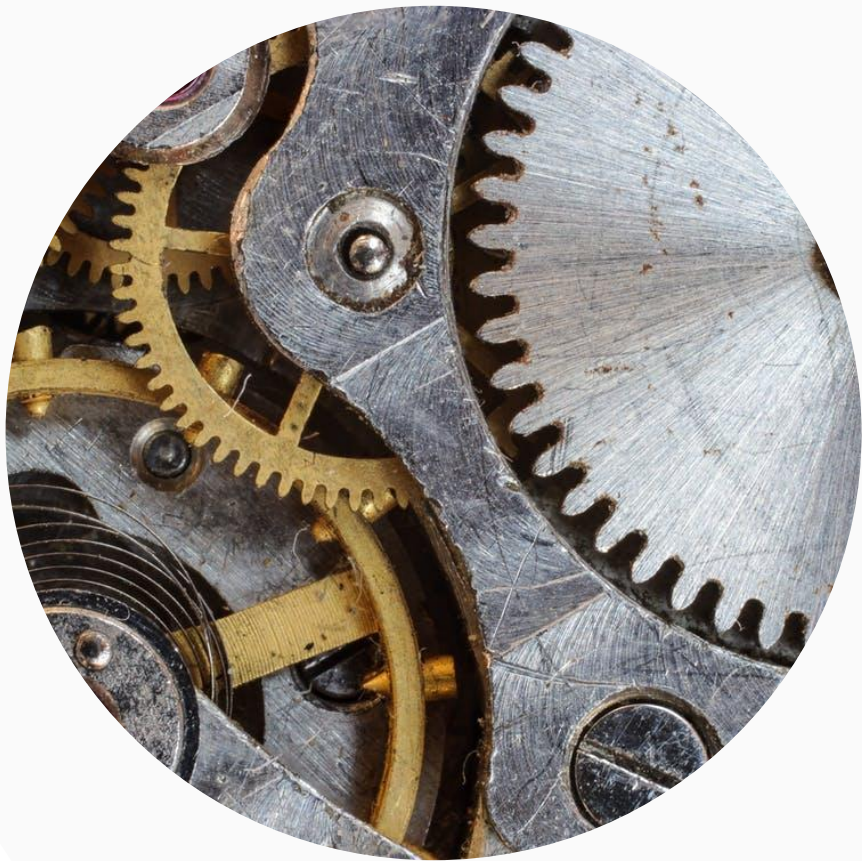
We removed one stage of the process and brought some speed, which is crucial in a highly-competitive market.



The automation of the interview scheduling process helped the organisation to save precious time.



We standardised the interview process across the business to ensure quality candidates were considered for any open roles, regardless of which team they applied for.



Optimised Talent Solutions tailored for a hyper-competitive market



20
Placements



5,000+
Candidates



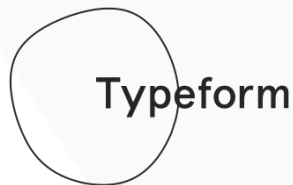
51%
Tech IV
to Offer



70%
Offer to
Acceptance



Our Partners





Prepared By Preacta

info@preacta.com

Founded in 2012 in Sydney, Australia, Preacta was created by consultants passionate about business, people, and innovation to help the emerging markets within the digital and technological landscape thrive.

Preacta offers employment opportunities, consulting, and innovative end-to-end solutions for Talent Acquisition through community groups, industry collaborations, and Meetups for international professionals. Preacta exist to help build a brighter future for the talent industry by offering unmatched expertise and customer-centric results.