

The Typeform logo consists of a thin white circle on the left and the word "Typeform" in a white, sans-serif font to its right.

Typeform

Case Study

**"Scaling a business across
12 EMEA countries"**

By Preacta





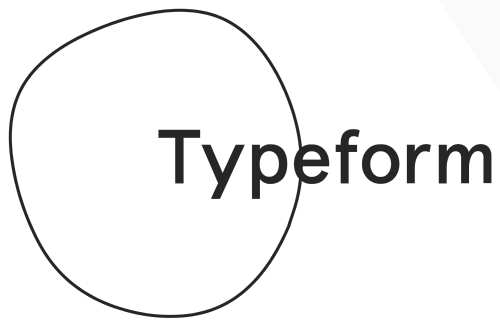
**Challenging the status
quo through Innovation
and Transformational
Impact.**



PREACTA DIFFERENCE

Setting A New Benchmark In Talent And Recruitment





THE REQUIREMENT

In June 2021, Preacta were engaged to undertake a specific project: uplifting the **senior engineering leadership** capability, as well as sourcing of engineering talent across **EMEA**.

Who are Typeform?

- Leading SaaS platform for online forms and surveys
- Founded in 2012
- 600+ employees (May, 2022)
- HQ in Barcelona + offices across San Francisco & London

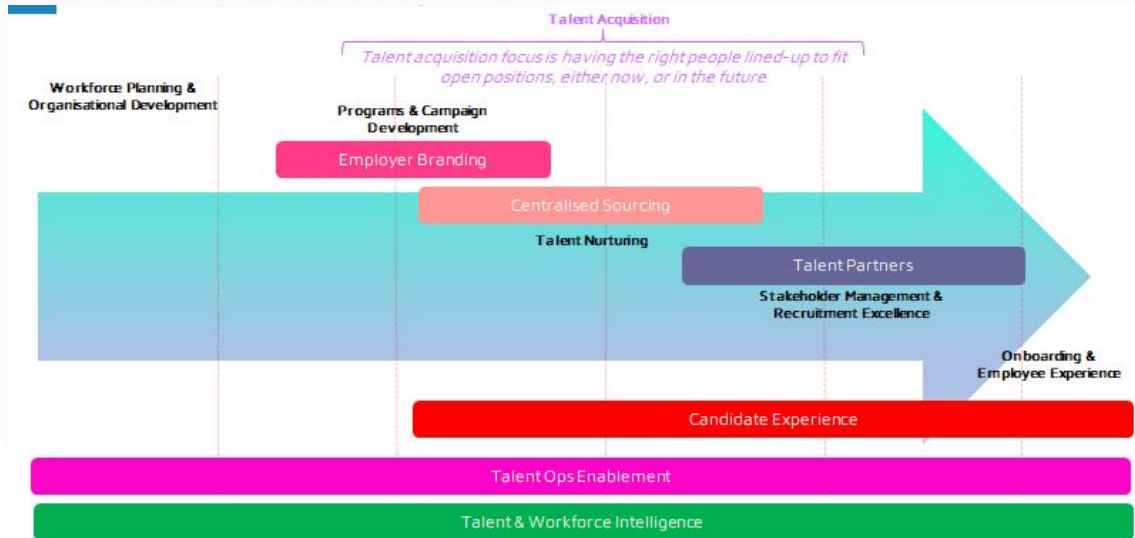
Positions to Fill

- ✓ **Leadership roles**
- ✓ **Individual Contributor roles**
- ✓ **Open roles** for 6+ months

Re-imagine Talent Solutions to solve strategic challenges

The main challenges

- Recruiting Assessment Framework was not fit for purpose to enable the required scale
- Interview process was subjective and underpinned by bias
- Limited countries in which to hire from
- Non-agnostic hiring approach
- Scaling in 12 EMEA countries while recruiting top 1% talent

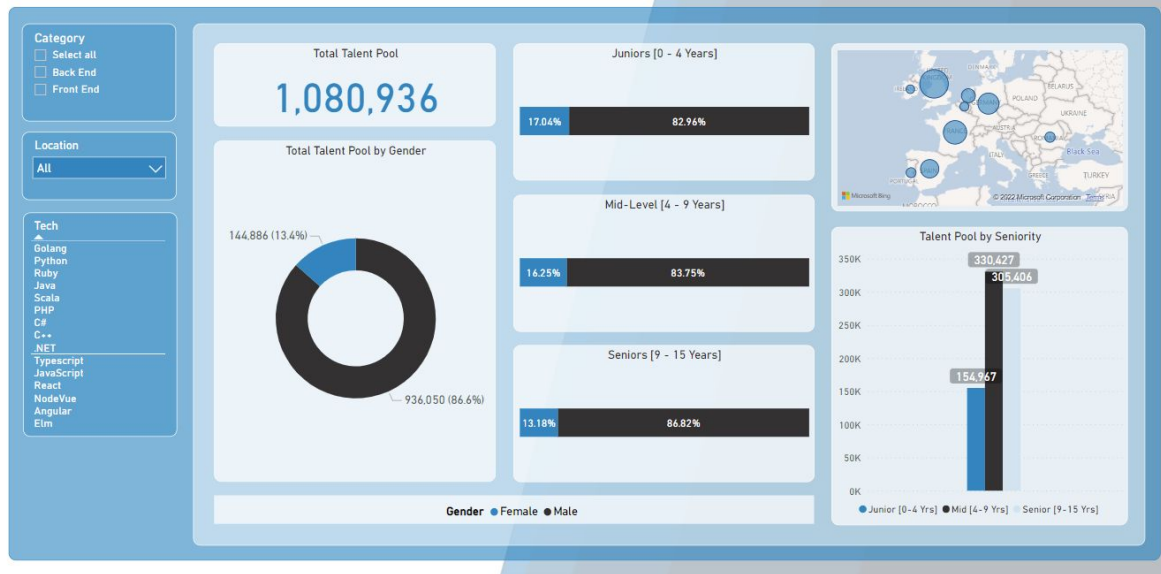


Criticality of these roles for the business

The business was critically behind targeted hiring plan which was affecting their **product development roadmap** and therefore deriving significant opportunity costs in revenue growth.

Strategy Driven by Talent Intelligence

MARKET POOL | INSIGHTS



Challenge

One of the strategic initiatives was to increase **diverse hiring**.

Approach

We ran **market research** to tap into markets with the most diversity. 2 more markets were identified.

Results

The business case got approved by the CTO enabling **diversity hiring** in an **optimised** way.

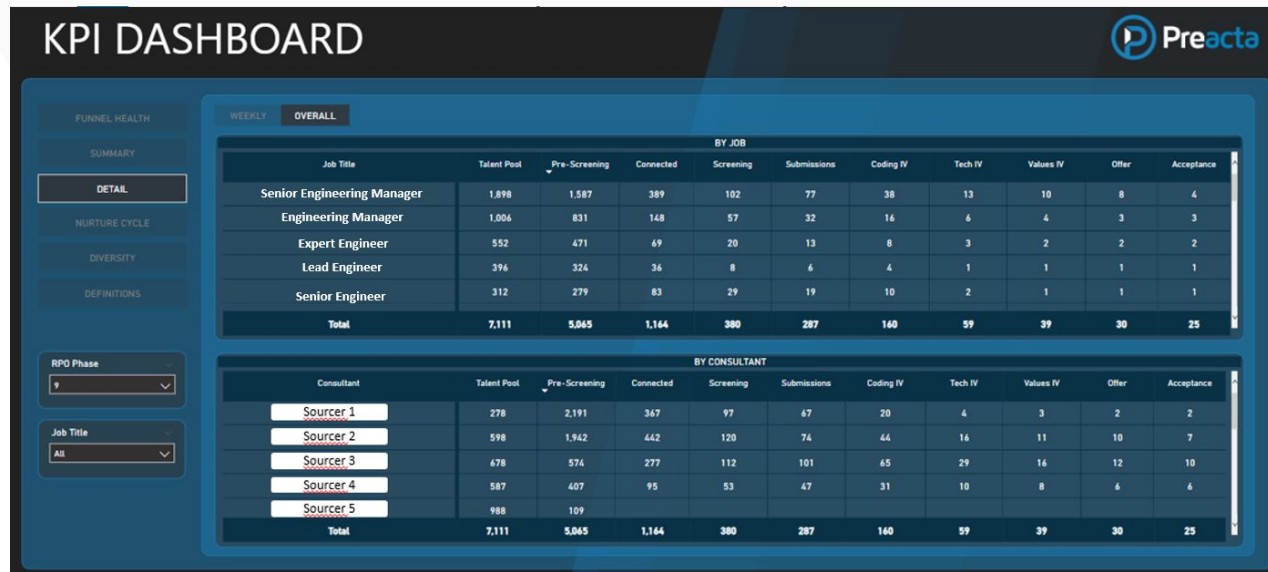


OUR DIFFERENCE

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.

Talent pipeline's health per position and per sourcer

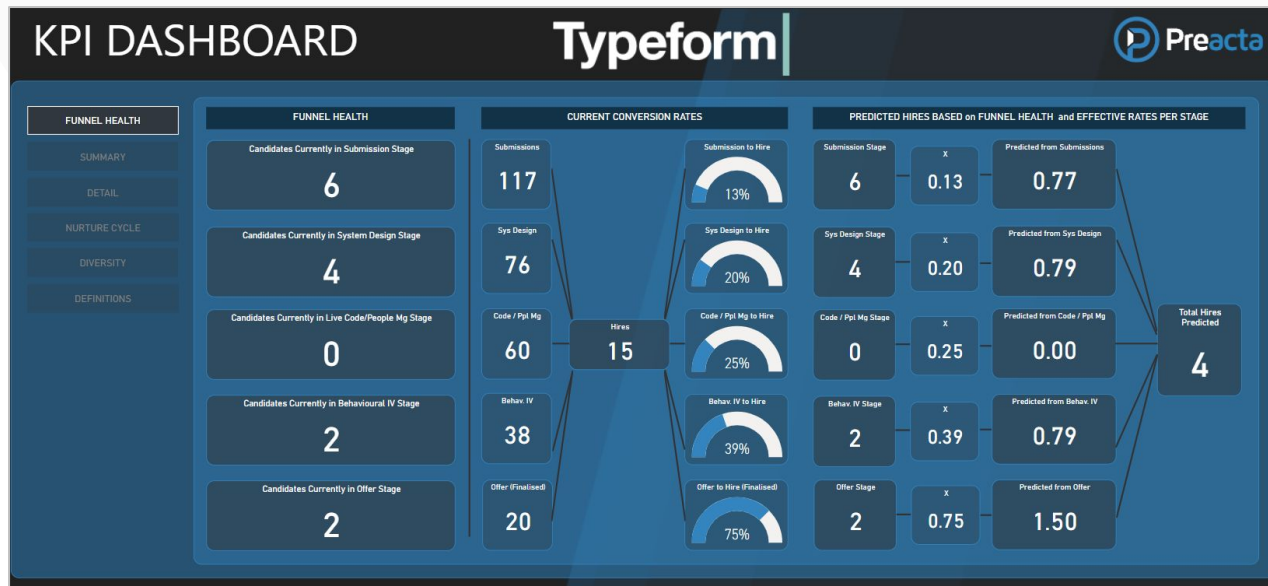


OUR DIFFERENCE

Talent Pipeline Health

We measure relevant metrics and strive to improve our outcomes at all points of the hiring process. **Conversion metrics** are captured to ensure quality and accountability are in-line with partnership requirements. We commit to **performance, transparency and continuous learning**.

Funnel health + Hiring prediction depending on the current pipeline



Optimised Talent solution tailored for hyper-growth

HIGHLIGHTS

Subscription Model to help with Scale & Reduce Cost Per Hire

Embedded team: 2 Talent Partners, 1 Sourcer

2,737 Candidates mapped and Identified for Pipelines

Community focused Talent Engagement Program

Revamp of the Recruiting Assessment Framework

Diversity research project to meet the C-level commitment

32
Offers

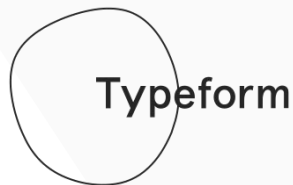
12
Countries

79%
Successful
Live Coding

76%
Accepted Offers



Our Partners





Prepared By Preacta

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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.