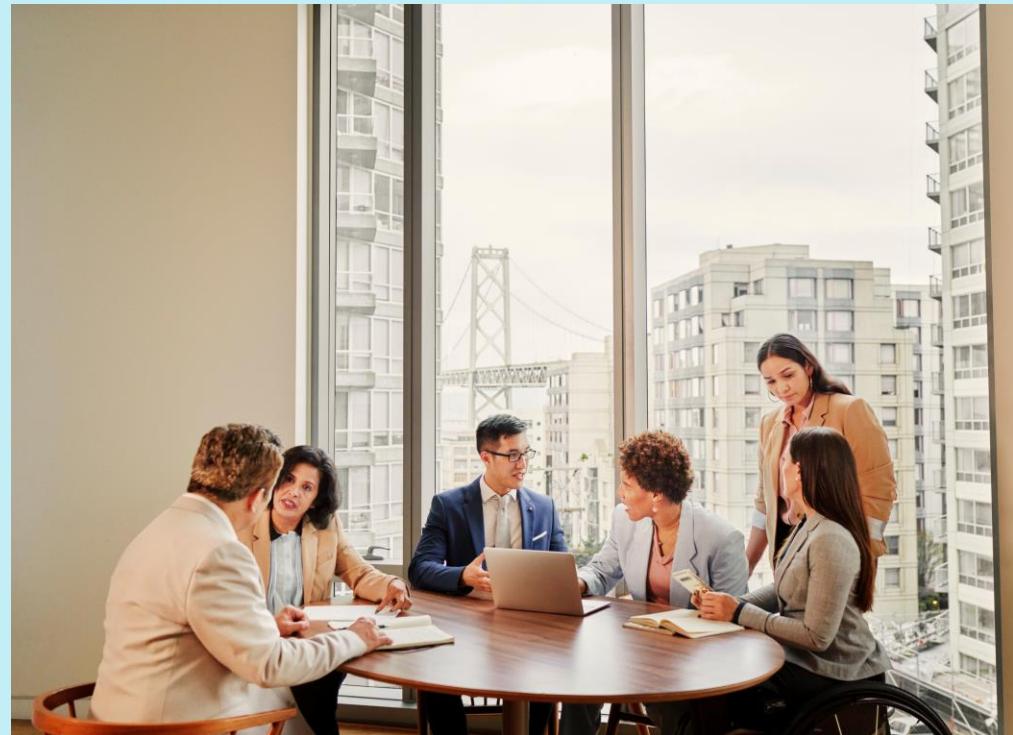




# Netguru Reduces Manual Work and Boosts Job Views by 5.8x with Apply Connect

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## Goals

Increase Hiring Efficiency

## Employees

<1K employees

## Industry

Software Development

## Success Story

Netguru is one of the fastest-growing digital consultancies in the EU that designs and develops web and mobile applications for clients worldwide. In today's competitive talent landscape, the Netguru recruiting team faced challenges with manual tasks, such as creating and distributing consistent candidate profiles to clients, and struggled with tracking candidate progress. They needed a simpler, faster process, and that's where Apply Connect came in.

Apply Connect sped up the way Netguru recruits. The Easy Apply feature simplified the application process for job seekers by pre-filling information from their LinkedIn profiles while also ensuring that recruiters received the necessary applicant information. Additionally, the automated recruitment process allows the team to view LinkedIn profiles directly within Workable, their Applicant Tracking System (ATS). The seamless data transfer between platforms has eliminated the burden of manual data entry, enabling the recruiting team to concentrate on more important tasks. The result? A smarter and more efficient hiring process, along with a 5.8x increase in job views.

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*Apply Connect makes it easier for candidates to apply and for recruiters to do their jobs.*



**Konrad Wieczorek**  
Recruitment Team Leader

## Challenge

# Disconnected systems created an inefficient application process

The Netguru Recruiting team of ten needs to fill up to 200 reqs per quarter. Handling candidate data across various platforms—LinkedIn, their ATS, and their Customer Relationship Management system (CRM)—was time-consuming as it required a lot of manual work. The pre-Apply Connect process was inefficient, resulting in longer application times for candidates and reduced team productivity.

## Results

# A smarter and more efficient hiring process, along with a 5.8x increase in job views.

## Enhanced Workflow Efficiency

The automated data transfer between platforms and the ability to view LinkedIn profiles within their ATS freed up valuable time for Netguru's recruiters to focus on higher-value activities like sourcing and engaging with candidates.

## Significantly Expanded Reach

Since implementing Apply Connect, Netguru experienced a remarkable 5.8x increase in job views, enabling the company to reach and attract a larger pool of talent.

## Improved Applicant Quality

The access to LinkedIn's vast professional network and screening capabilities helped Netguru identify qualified and legitimate applicants.

