Freshteam

Cultivating hiring collaboration and transparency at Gogoprint with Freshteam

Learn how Gogoprint, the online printing company, uses Freshteam to drive hiring collaboration and close a position 20% faster

gogoprint

About Gogoprint

Gogoprint is the largest online printing company and customization platform in South East Asia. They currently operate in Thailand, Singapore, and Malaysia. Traditionally, the printing industry has favored the "big guys" - large corporations with big printing budgets. It was very difficult for small and medium-sized companies to get a clear idea of prices and delivery times. There was an overall lack of transparency.

Gogoprint was conceived to fix this problem. Using state-of-the-art technology and algorithms, Gogoprint provides an easy way for customers of all sizes and with all levels of printing knowledge to order online in the most cost-efficient and time-efficient manner.

The Challenge: Hiring the right talent faster

Even though Gogoprint sells printing products, they don't necessarily consider themselves a printing company but rather a Tech and Marketing company. They differentiate themselves from their competitors by investing heavily in technology and spreading the word to a lot of people through sophisticated marketing efforts.

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> *It's very important for us to acquire talent that fits this description that we have of ourselves. We're very focused on finding specific types of profiles. And these profiles are usually quite tech-savvy, independent, motivated, and self-driven.*
>
> **Adrien Ulens**
> **Deputy CEO, Gogoprint**

For this reason, Gogoprint tends to spend more time on the hiring process to make sure they're hiring the right people with the right skills, motivation and mindset. Candidates go through multiple rounds depending on the role and position. It typically involves a screening phase with a direct supervisor, an interview with the line manager or top manager, and a case study or practical test to assess the candidate's skills.

> **Before Freshteam, the team at Gogoprint faced many challenges when trying to manage recruitment with online forms and spreadsheets.**

It was overwhelming at times to keep in constant touch with each candidate when juggling multiple job openings with several candidates. They also tried using a platform called Recruitee, but the pricing model was too expensive.

Hence, Gogoprint was on the lookout for an Applicant Tracking System to accommodate the multiple steps in their hiring workflow and, at the same time, collaborate with all the stakeholders and keep them on the same page.

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The Solution: Freshteam

Gogoprint now uses Freshteam throughout its hiring process for all the different positions starting from executives all the way up to the managers and even top leaders.

Here's a rundown of the top features and functionalities helping Gogoprint overcome their hiring challenges:

Hiring workflow customization

Different jobs have different requirements and different methods to the madness. Everything from the number of hiring stages to the hiring team working on a particular job depends on the type of role and experience level. With Freshteam, Gogoprint can customize the hiring workflow for every single job posting.

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> We can basically edit the hiring process and the flow for every job posting. It depends on, the role and the department where we're trying to fill this role. It also depends on the type of position, whether we're looking for an executive or manager, obviously the interview process is going to look slightly different, but it's easy to customize for every type of job with Freshteam.
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> **Adrien Ulens**
> **Deputy CEO, Gogoprint**

Talent pool management

Gogoprint reaches out to many potential candidates through platforms such as LinkedIn and also leverages inbound mechanisms to find the right candidate. And obviously, sometimes things work out with a candidate, and sometimes things don't work out. Gogoprint can now archive candidates to the talent pool with a job role as a tag. This means Freshteam automatically resurfaces candidates when relevant job openings get created.

> Good candidates who may not be right for the position that we're hiring for right now or good candidates who are a good fit but are not available at the moment - We typically tend to park them in our talent pool which is organized by department or by job role responsibility. So, talent pool management is something very useful in Freshteam.
>
> **Adrien Ulens**
> **Deputy CEO, Gogoprint**

Collaboration

As a fast-growing business, Gogoprint always had to fill several positions at the same time. And, there's always a couple or more people involved in the hiring of each job. It was challenging to be on top of all the interviews, follow-ups, and decisions all the time. This is where the collaboration aspect of Freshteam comes to the rescue.

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> *There are so many interviews that it's very easy to get lost. So this collaboration feature is important because you don't want to be left behind. It's good to basically have all the interviews and comments in one platform.*
>
> *Adrien Ulens*
> *Deputy CEO, Gogoprint*

Gathering structured feedback

Freshteam allows the team at Gogoprint to collect quantitative and qualitative feedback through internal comments and interview scorecards. The interviewers and hiring managers can fill out their feedback forms and comment on candidate profiles asynchronously. This way, everyone can access information whenever they'd like and weigh in with their opinions, thus keeping them on the same page.

Cost-efficient platform

Before switching to Freshteam, Gogoprint was using Recruitee to manage their hiring process. But, the platform was too expensive. However, with Freshteam, Gogoprint found the perfect balance between their requirements and cost-effectiveness. And, Freshteam being part of the Freshworks suite of products also made it interesting to make the switch.

> *You never know what you might need in the future. And, Freshworks is already this huge platform that offers all sorts of things like CRM, Email marketing, and Support Desk. So it's always interesting to have that flexibility and possibility.*
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> *Adrien Ulens*
> *Deputy CEO, Gogoprint*

The Results

Increased hiring efficiency and reduction in effective time-to-hire

Using Freshteam to manage the entire talent sourcing and recruitment made all the difference to Adrien and his team at Gogoprint. With incremental improvements in talent pool management, hiring workflow customization, and improved collaboration, Gogoprint was able to significantly reduce the time-to-hire (the time between the job posting and when a candidate accepts the offer).
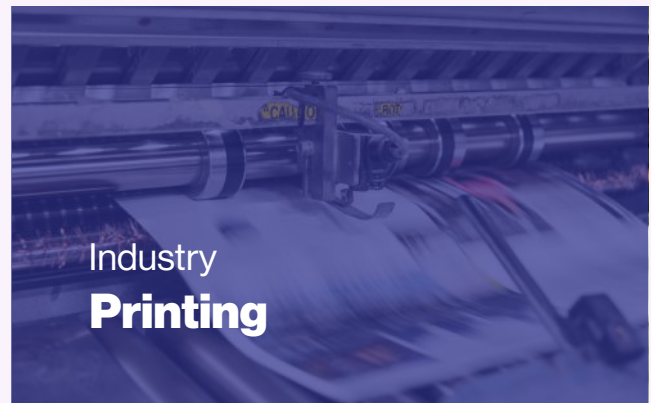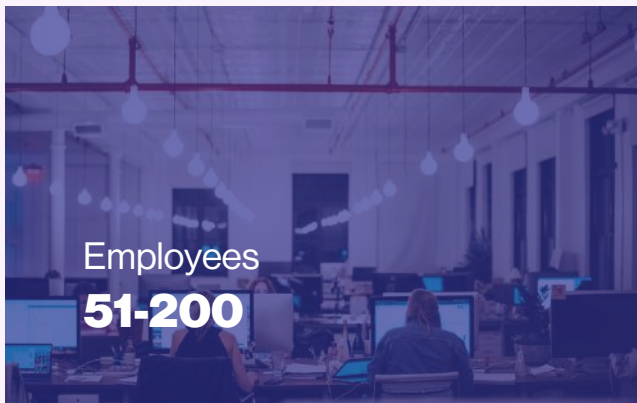
> *So, we track closing times quite precisely, and we try to respect the SLAs that we set. With Freshteam, we did manage to close a position 10-20% faster. If I think about it, it's probably because it allows much faster communication and collaboration on the projects. Everyone just always has full transparency on each candidate.*
>
> *Adrien Ulens*
> *Deputy CEO, Gogoprint*

Fast Facts

Company founded: **2015**	Headquarters **Bangkok, Thailand**
Employees **51-200**	Industry **Printing**

Favorite features:

Internal comments and ratings

Hiring process customization

Private job postings

About Freshteam

Freshteam is the smart HR software for growing businesses. With Freshteam, you can attract, hire and onboard new hires, offboard exiting employees, manage employee information, and time-off, all in one place. In other words, we help successful businesses across the globe to manage their hiring and HR processes efficiently and put the 'Human' back in Human Resources.

To learn more, visit:
freshworks.com/hrms