

Case Study

Hiring the media startup's first sales team without breaking the bank with Occupop

Occupop saves the media startup executive time by attracting quality applicants and hiring great people, fast.

occupop +



About

The Hero Media Network is a full service creative agency specializing in video production for SMBs, headquartered in Maine, USA. Through advertising and video production, they help showcase SMBs, artists and tradespeople through video storytelling that's both impactful and entertaining.

Industry: Media

Company size: 10-20 employees

Location: USA

Website: www.heromedianetwork.com

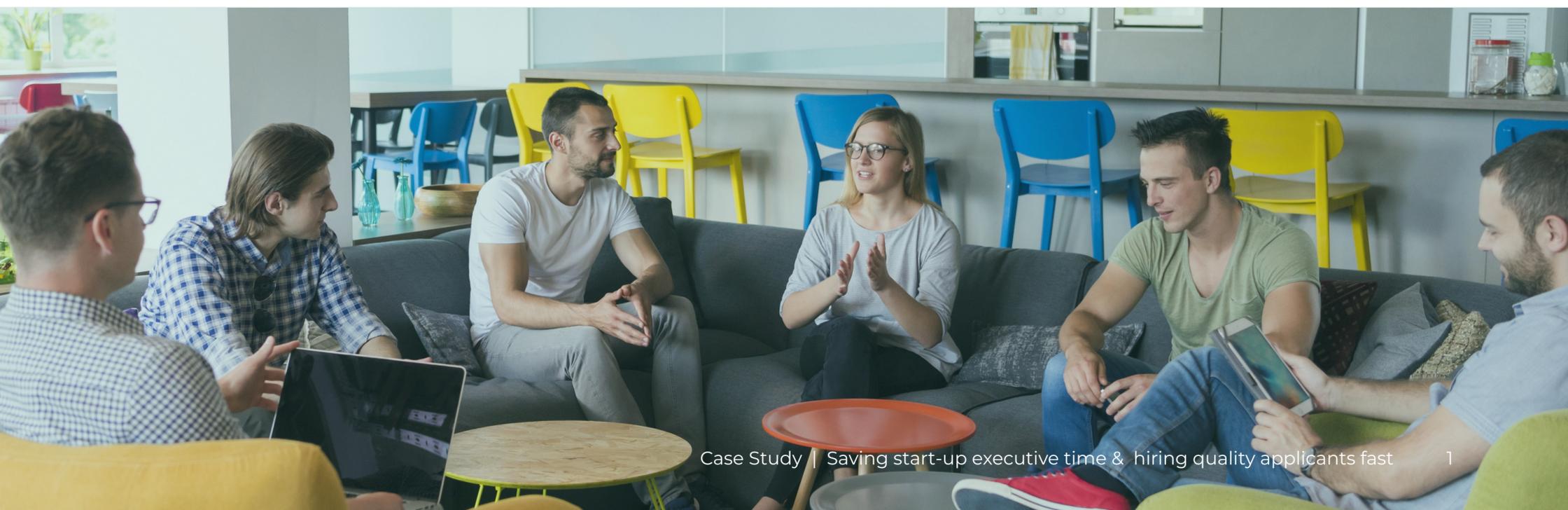
The challenge: Small budget, big hiring expectations

As the CEO of this fast-growing start-up, Dean Gyorgy found himself in charge of the entire company's overwhelming HR needs. With his time already stretched across various other business functions, when it came to hiring a sales team he needed a solution. More important than just saving time, he wanted a better way to manage, automate, and expand the company's overall HR function for strategic success.

During this time, onboarding employees was an especially difficult task. For each hire, Dean found himself searching through the same documents, putting together the same processes and losing a lot of his time. He knew he needed to invest in something better so that he could get back to prioritising his time, and company better.

For the Hero Media Network the primary challenges faced were:

- Wasted executive time
- Lack of structure in the hiring process
- Lack of quality applicants
- Lack of automated processes
- Ineffective way to engage employees



With Occupop, Hero Media Network was able to:

Reduce executive time & streamline hiring

From start to finish, Dean was particularly impressed with Occupop's streamlined and fast onboarding process: "It was very fast...it took a few hours of my time, and I was up and running." Within only a short period of time, Dean was able to immediately begin using Occupop to advertise vacancies across multiple US locations and job boards saving time and automating otherwise-tedious HR tasks.

The use of interview scorecards and AI means that the smart technology recognises who best fits the job according to skills and experience and applies a score to the candidate profile. This automated tool, paired with some data points in their initial advert design, meant that Dean got really good results from their recruitment advertising campaigns.

Dean placed high importance on the SMART screening questions, which enabled him to screen unsuitable candidates who didn't have the required skills, quickly.

Results

Even though he remains the sole person in charge of HR, implementing Occupop has allowed Dean to save time on just about everything. When it comes to onboarding, Dean has used Occupop to create automated workflows. What was once a 'chore' is now a pleasure, done in just one click.



"With Occupop, it feels like we have our own HR team at a low cost. I think Occupop has made task management, that you have to manage as an employee, far easier, more professional and engaging,"

90%

Increase in quality of applicants

Faster

Hiring Manager review time

Reduced

Time to Hire

Saved

Executive time

Saved

Costs on recruitment advertising



occupop

Occupop is a simple and affordable recruitment software built for SMBs. More than an ATS, we help businesses be great at hiring through our suite of features – so businesses can hire the best people and build the best teams.

Get Started Today

See how Occupop can help your organisation achieve these results.
Book a demo today.