OFFER ZEN + bbd
software development

Case Study

How BBD efficiently hired 7 local developers in a new talent market with OfferZen

Introduction

Rapidly growing your developer team in an unfamiliar market can be an uphill battle. Despite the economic downturn, it continues to be challenging to reach job-seeking developers. It becomes an even greater hurdle in a new market, where devs are likely unfamiliar with your company's brand and mission. Many companies turn to an array of sourcing solutions to overcome the problem — which can prove to be time-consuming or expensive.

BBD recently launched in the Netherlands, and as a growing consultancy new to the local Dutch market, they needed to quickly scale their local team. This was slow going at first. In the beginning, they turned to agency recruitment channels and headhunted talent — but the hiring team struggled to find enough local, quality developers who were responsive to outreach.

This case study will unpack how *OfferZen helped BBD hire seven local developers* within a year's time, by providing an *all-in-one solution* for their hiring needs.

Solving BBD's hiring challenges

While growing their presence in the Netherlands, BBD had to solve several challenges. OfferZen has been supporting them overcome these challenges since day one.

1   **Scaling a team in a new market**

2   **Saving on hiring costs**

3   **Dedicated support**

4   **Access to responsive developer talent**

5   **Finding diverse developers**

## 1   Scaling a team in a new market

In South Africa, BBD had already been successful using OfferZen to hire 35 developers since 2017. It made sense to turn to OfferZen as an all-in-one solution to replace their current hiring channels during their expansion in Europe.

The challenge ahead was replicating the hiring success they saw in South Africa, but in the Netherlands.

> "Our primary challenge was sourcing talent locally. We relied heavily on time-consuming, unsustainable channels like headhunting and agency recruitment, and this affected our growth rate. Our message-to-response ratio was low, with only 2 or 3 responses from the 50 developers we contacted."

Maruschka Botha
Executive – Europe @ BBD
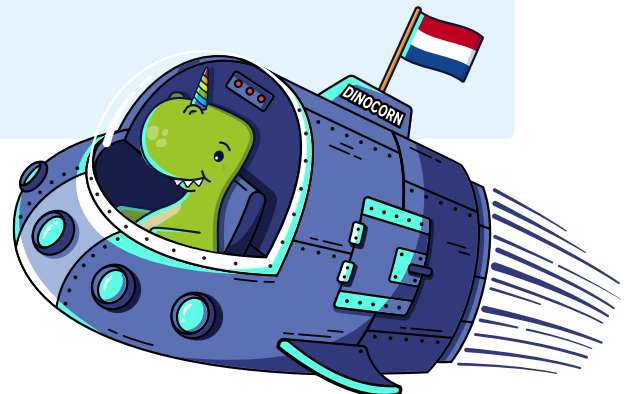
2 Saving on hiring costs

The cost-per-hire can be high when it comes to traditional recruitment solutions – for example, Maruschka paid between 20 - 30% per hire using recruitment agencies. She soon saw multiple benefits when switching to OfferZen's subscription model for unlimited hires:

"Our subscription with OfferZen has been an absolute game-changer for our growth in Europe. It's been a huge relief for our budgeting not worrying about the cost of paying another agency fee for every single hire. **With the help of OfferZen, we've been able to broaden our headcount quite fast and in a sustainable way**." The team has unlimited seats, and every team member can access all the candidates and features on the platform:

"When I went on maternity leave and had to hand over hiring responsibilities to another team, our OfferZen subscription made the transition frictionless. My team could simply log into the platform to access all the qualified candidates with the details they needed. It was an absolute lifesaver for us. Our subscription has made hiring smoother and much more affordable."

On OfferZen's hiring plans, companies like BBD can make unlimited developer hires at a predictable annual cost and avoid varying hiring fees. "The OfferZen subscription helped us make our hiring costs predictable, at an affordable price," says Maruschka.

"Given the past success, it was a no-brainer decision for me and the rest of the regional directors."

"OfferZen has assisted us in finding the right talent at a higher level of granularity than before as well as saved us the cost and headache of dealing with multiple agencies. OfferZen has a good understanding of our business and help tremendously in managing expectations with potential candidates."

Renier Lotter
Hiring Manager: Senior Software Engineer and Architect

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3 Access to responsive developer talent

If you've ever tried to hire developers, then you know that one of the most common problems as a hiring team is unresponsiveness. This is unsurprising, given that developers are often flooded with outreach from recruiters — even when they're not job searching in the first place.

On OfferZen, the BBD hiring team match with candidates that are actively job-seeking which improves the average response rate:

"95% of the candidates I reach out to on OfferZen respond, which is a huge improvement compared to other hiring solutions. We typically move forward with interviews for most candidates, helping us maintain a full pipeline of potential hires."

Maruschka Botha
Executive – Europe @ BBD

On other hiring channels, it can also often take several steps to find out whether the candidate aligns with the work and team requirements. OfferZen's detailed candidate profiles share information like salary expectations, visa requirements, location, and workplace preferences — all to make it easier to find the right match from the get-go:

"OfferZen's weekly shortlist of candidates provides a curated selection of qualified developers that match our needs," Maruschka adds, "We know that not all developers want to work in consulting, so it is helpful to see upfront whether we would be a good fit for them."

4 Finding diverse developers

Access to a diverse talent pool can be a challenge in the tech industry, which is well-known for its gender disparity. For example, in **OfferZen's Netherlands Dev Nation report**, only 15% of survey respondents were women. This is in line with findings from other reports, such as Stack Overflow, which found that less than 8% of its respondents based in the Netherlands identified as woman or non-binary.

BBD has been able to use OfferZen's marketplace to tap into a diverse pool of developers they couldn't find elsewhere:

"It's important for us to be known as a multi-national company with a diverse team. With OfferZen's support, we've achieved that. The developers we've hired have come from all around the world, which is amazing to see."

"We've been able to hire four female developers in the past year, as well as developers with different cultures and nationalities. Walking into the office and seeing such a diverse team is truly awesome. One of our biggest achievements has been building a team that's not male-dominated, and we're proud to say that 40% of our team is female."

Looking for your next hire?

Build your dream team: On OfferZen, you can directly message job-seeking developers that match your hiring requirements.

5 Dedicated support

As BBD kicked off their hiring process in the Netherlands, they got hands-on support from their Account Manager at OfferZen — Shara Chernel. Account Managers at OfferZen help companies hire the right talent by advising on successful hiring strategies, sharing benchmark data and best practices. They have extensive experience helping companies scale their dev teams, and they use this expertise to help achieve their hiring goals. Additionally, Account Managers provide support throughout the hiring process and are always available to troubleshoot when necessary.

Here's Maruschka's experience of the service:

"The relationship with our OfferZen Account Manager has been absolutely amazing. It has helped us immensely to receive weekly updates on candidates that match our requirements. Whenever Shara tags me, I know that a candidate is a good match and I can run through the notes and directly reach out to them. Our weekly calls, where we run through the pipeline from A to Z, helped me get an overview of what's been going on and where candidates are at, ensuring everyone is updated. If somebody hasn't responded or completed a technical assignment, you always make sure that's followed up on."

Maruschka Botha
Executive — Europe @ BBD

Start saving on your developer hiring

On OfferZen you can hire all the developers you need for a fixed annual or monthly fee.

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6 The Results

**7 Hires made in
1 year**

**95% developer
response rate**

**71% of interviews
accepted**

BBD has been able to fulfil seven of their open developer roles in the Netherlands through OfferZen in the past year:

"OfferZen puts in a lot of effort to ensure both employers and candidates have a great experience. Especially in the Dutch market, where the competition is fierce, we compete with big names like Booking, Uber, and Facebook."

"As a smaller company, we value human interaction, and that's one thing that OfferZen always delivers on for both companies and developers. I can trust OfferZen, as they don't just push for numbers, but truly help you find the right fit."

The right fit is a two-way street. Here's what one of BBD's new team members has to say about their experience job-seeking on OfferZen, and finding their fit at BBD:

What was your experience interviewing with BDD?

It was very smooth, and I was lucky that both BBD and OfferZen were very fast with the whole process. The questions during the interview were very good, that was the reason why I eventually joined BBD. I love that the whole firm is supporting us to step ahead in our careers, and people are exceptionally motivated.

Susan Fulop
Hired via OfferZen: Frontend Engineer, React Developer

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About BBD

Providing technology solutions that empower businesses. BBD is a consultancy that is passionate about software and finding unique solutions to problems others thought were impossible to solve.

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OfferZen is a developer hiring marketplace that takes the noise out of developer hiring. To do this, we connect curated, actively job-seeking developers with exciting job opportunities at over 2 000 companies in Europe and Africa. Developers on OfferZen are vetted for intent to change jobs and are encouraged to respond to interview requests within 48 hours, giving companies on OfferZen an average of 25 days to hire.