

Case Study

How doctorly reached a 97% developer response rate on OfferZen



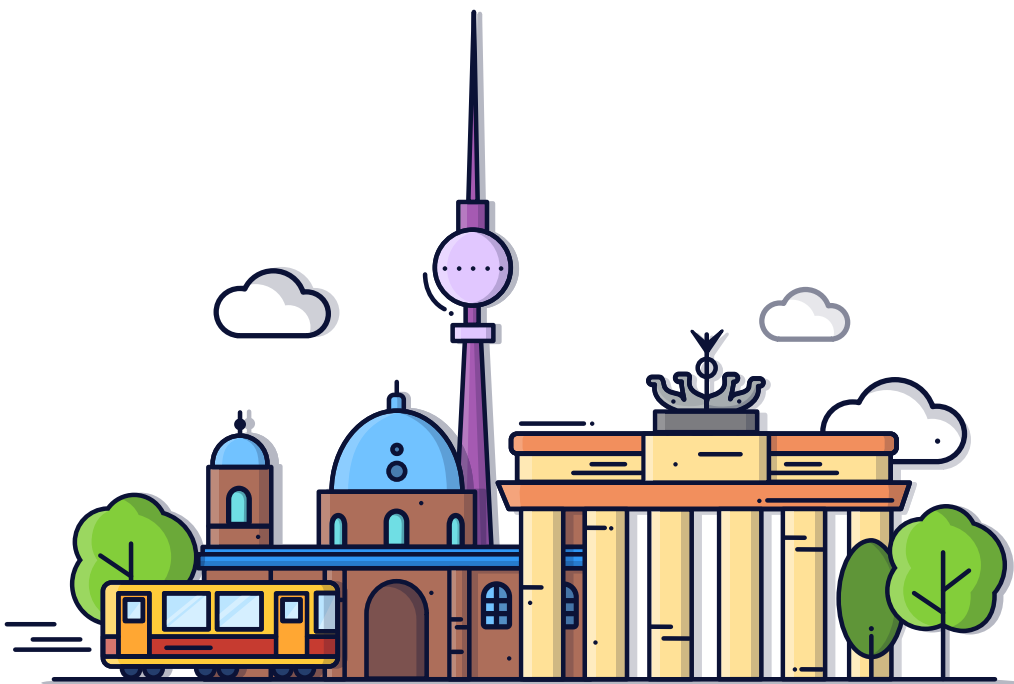


Introduction

Your time to make a hire can add up rapidly, especially when your initial outreach takes a lot of effort. Traditional outreach response rates typically hover [just between 18-25%](#).

[doctorly](#), a Berlin-based startup with offices in Cape Town and a remote/hybrid culture, saved significant hiring time and costs by switching to OfferZen as their all-in-one solution.

This case study will unpack how ***doctorly were able to achieve a 97% developer response rate with OfferZen, hiring three developers in just three months!***



Solving doctorly's hiring challenges

doctorly is a German health-tech startup on a mission to highly optimised software that helps doctors manage their entire practice. After underwhelming results from traditional hiring channels such as LinkedIn, the team decided to trial OfferZen as an alternative solution by signing a subscription to make unlimited hires.

While growing their team, doctorly had to solve several challenges. OfferZen helped them overcome these challenges from the get-go:

- 1 Saving on upfront effort during outreach
- 2 Improving efficiency in the hiring process
- 3 Saving on cost to hire with subscriptions
- 4 Dedicated support and responsiveness to feedback

1 Saving on upfront effort during outreach

When using traditional hiring models, doctorly spent a significant amount of time on outreach trying to find developers that were actively job-seeking:



“You’re doing cold outreach to people who might not be looking for a job. In order to get a response, you need to personalise every message, and you end up messaging 50-100 people over a few hours. “

Jack Godau
Chief Digital Officer, doctorly

By leveraging OfferZen’s curated marketplace of job-seeking developers, doctorly significantly reduced the initial time investment. According to Jack, having a platform where developers are actively looking for jobs eliminated the need for sending countless messages. The team now quickly connects with interested developers and receives responses within two days, allowing them to quickly move their shortlist of candidates through their pipeline.

2 Improving efficiency in the hiring process

Besides being able to ramp up their outreach, the team finds several features on OfferZen useful in streamlining their team's hiring process. This includes the filtering capabilities and being able to see candidates' expected salaries upfront:



"I appreciate the option to easily customise my search filters, and the favorites function is really useful. It allowed me to shortlist potential candidates, and also to see candidates that other team members have flagged positively. In addition, having the salary expectations and years of experience at the top of the profile when screening is helpful when searching through numerous profiles in one go. It's convenient not having to open every candidate's profile to get these details."

Felicia Ortel
HR Lead, doctorly

Felicia also highlights the weekly, tailored updates of profiles that match her requirements, which help the whole team. Jack finds the ability to filter for workplace policy particularly useful, since they're focused building a globally distributed, hybrid/remote team:

"It's really useful to be able to make those kinds of selections, and to have control over the profiles you see," he says.

He adds that the message templates save the team a great deal of time when it comes to outreach. "We invested time in customising our templates. We wanted to make sure it reflected what it's like to work at doctorly while explaining the role details. This saves us so much time: Anyone on my team can just select a role and a template, and reach out to a potential candidate!"

After the initial outreach, the whole team has visibility on the conversations with developers. This transparency helps prevent any misunderstanding with the candidate or unnecessary back and forth between multiple team members.

3 Saving on cost to hire with subscriptions

doctorly has been on the lookout for several developers to join their team. This made OfferZen's unlimited subscription the obvious choice when it came to saving on hiring costs, as they could make unlimited hires at a flat cost.



“Once we got started and saw the platform was working, we decided to not bother with other hiring channels. It's not long before you see a return on investment with a subscription – developer salaries and senior tech salaries are not getting any cheaper. Once you're looking at two or more hires, everything beyond that is a discount compared to a traditional recruitment fee.”

Jack Godau
Chief Digital Officer, doctorly

Want to start saving on hiring costs?

On an OfferZen subscription plan, you can make unlimited developer hires at a flat annual cost, and avoid paying individual, varying hiring fees for every hire.



4 Dedicated support and responsiveness to feedback

When doctorly first started hiring on OfferZen, Jack and the team received hands-on support from their senior Account Manager, Shara Chernel, to get them up and running:

“Shara has been really super in terms of getting the initial company profile setup, showing us the best practices, and generally being on top of how everything works,” he says. “She was always helpful with any questions we had, and I know she’s available whenever I need support”.

As they started using OfferZen more extensively, he also knew that his feedback would be taken seriously:



“I see our relationship with OfferZen as a partnership. As such, both parties need to have communal trust. OfferZen is always willing to listen and act on feedback. You’re always improving the product to help the companies who are using it, and take the time to understand what I’m doing. That sets OfferZen apart in my mind, it’s really valuable.”

Jack Godau
Chief Digital Officer, doctorly

Looking for your next hire?

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



5 The Results



3 hires made in three months



97% response rate from outreach



82% of interviews accepted

Once set up on OfferZen, doctorly were able to hire three developers in just three months. With a subscription to make unlimited hires, Jack also feels enabled to hit the ground running when they have a hiring need again in future:

“When the time comes to look at more roles, then we’ll do it on OfferZen, because we have the subscription. We have the company profile and everything set up. We can just go and use it whenever we need it,” says Jack.

Ultimately, doctorly has been able to grow their team sustainably by making the most of OfferZen’s marketplace, getting first hand experience of high response rates and a speedy time to hire along the way.



Make unlimited hires with year-round access to our curated marketplace of job-seeking developers.

Want to learn more first? Browse 1000+ skilled developers ready to interview. Only pay 12.5% when you make a hire.



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About doctorly

doctorly is a German health-tech startup on a mission to create modern, easy to use and highly optimised software that helps doctors manage their entire practice.

OFFER ZEN

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.

