OFFER ZEN + TROOP

How OfferZen helped TROOP triple their tech team's size

Introduction

How OfferZen increases your hiring team's capabilities

For growing SaaS companies, hiring a world-class team of engineers to build your product can give you an edge on competitors that makes all the difference.

TROOP is a meeting planning platform that helps companies plan, book, and manage their meetings and events. At the end of 2021, TROOP was faced with the challenge of hiring talented developers quickly in their focus areas of South Africa, Spain and other parts in Europe, after securing their Series A funding. Having recently received their Series B funding, they're now looking to further expand their global presence and product roadmap.

This case study will unpack how *OfferZen helped TROOP achieve more than 300% in company growth*.

TROOP's hiring challenges

While growing their presence in Europe and South Africa, TROOP had to solve several challenges. OfferZen helped them overcome these challenges from the get-go:

1 Growing the team

2 Reducing hiring costs

3 Finding the right candidates

4 Speed and efficiency in hiring

5 Getting hands-on support with candidates

1 Growing the team

When TROOP secured $8m (€7.3m) in Series A funding in 2021, they had the exciting challenge of rapidly growing their business and the product's capabilities. This coincided with their initial expansion across Europe and the US. In 2023, they secured $11million (€10m) in Series B funding to invest in their global expansion.

They achieved a growth rate of over 300% by scaling their team from 6 to 40 people by the end of 2022. Since then, they've grown to 50 employees in 2023. Roughly 70% of this growth occurred within their tech teams.

"OfferZen played a vital role in this growth by providing more than half of our tech team hires."

Jonathan Coetzee
Talent Acquisition Lead at TROOP

2 Reducing hiring costs

TROOP hires globally and operates fully remotely — their chosen hiring solution had to give them access to tech talent from multiple regions.

"OfferZen has helped us hire engineers from other European regions, for example Italy and Romania. The subscription model has reduced our cost to hire quite significantly. Our return on investment was over €20K. That kind of speaks for itself, doesn't it?" says Jono.

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.

The TROOP team

3 Finding the right candidates

Finding candidates matching their culture and technical requirements is crucial for TROOP:

"We need people that are experienced enough to hit the ground running in the startup world, where you're often still building the plane while flying," says Jono.

"At TROOP, we embrace cutting-edge technology. Our culture is deeply rooted in the African philosophy of ubuntu — finding like-minded individuals who resonate with this concept is crucial to us. We are at the forefront of transforming the meeting industry. Already, we're assisting some of the world's largest Fortune 100 companies. As we continue to grow, we are hiring individuals who are eager to be part of this incredible opportunity."

On OfferZen, TROOP were able to find developers who were excited about their mission:

"Software developers are on OfferZen for the right reasons: They're keen to see what's out there and whether an opportunity ticks all of their boxes. This means we get to engage with people serious about looking for new opportunities. We've been extensively successful with our offer to acceptance rate on OfferZen."

Jonathan Coetzee
Talent Acquisition Lead at TROOP

In comparison to competitor hiring platforms, OfferZen also helped TROOP quickly find all the information they need on candidates with upfront profile details.

Looking for your next hire?

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

4 Speed and efficiency in hiring

Given how competitive it remains to hire developers, it's essential to any hiring team to streamline their tech hiring process and save as much time as possible. To achieve this, TROOP were able to leverage several product features on OfferZen and make their process more efficient:

"The platform is user-friendly and allows you to narrow down your search for the ideal candidates," says Jono. "The addition of the new 'must have' and 'nice-to-have' filtering options has significantly improved search results".

To track the success of their hiring process, TROOP relies on OfferZen's in-platform analytics and Account Manager's support. "It allows us to gain insights about where we are doing well and what we need to work on, too," says Jono.

For other members of their hiring team, the ability to integrate their ATS, Workable, as well as the calendar features have saved them time when hiring:

> "Having all the candidate's information upfront in terms of availability in the calendar and being able to directly book a meeting with them is a huge advantage. There's less delay in waiting to schedule the first call. That's a feature I'm really enjoying at the moment."
>
> **Antonieta Hurtado**
> **Talent Acquisition Specialist at TROOP**
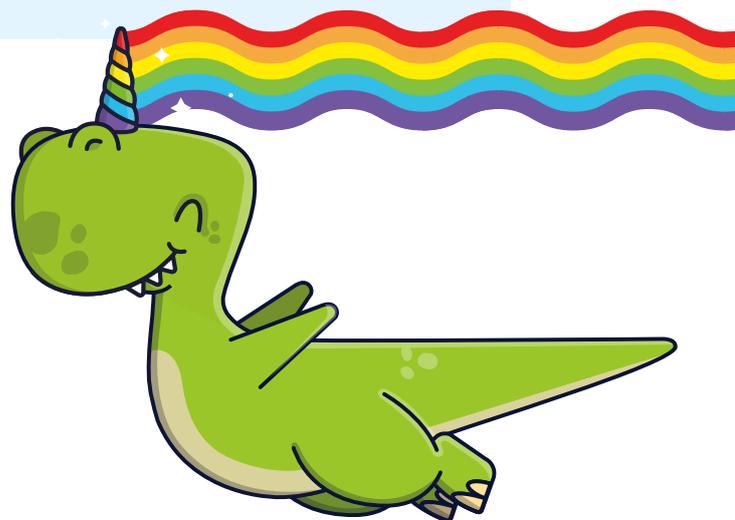
5 Dedicated support

The tech hiring market often sees developers being bombarded with messages, making connecting with talented candidates much harder. In this landscape, OfferZen Account Managers can give hiring teams personalised feedback to improve the candidate experience.

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.

This level of support stood out to TROOP when scaling their tech team:

"It's been incredible, and one of the main reasons OfferZen is so successful in my opinion. You really have that trust relationship, on both sides. You get great insights on any candidate updates. There's really that sense of going above and beyond to ensure a good candidate experience."

Jonathan Coetzee
Talent Acquisition Lead at TROOP

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6 The Results

16 Hires made in two years

97% of interviews accepted

94% of interviewees accepted offers

OfferZen has helped TROOP hiring 16 developers to date, across South Africa and Europe:

"OfferZen has been a vital partner in TROOP's growth since day one," Jono adds.

"Building a strong core team is critical for any high-growth start-up, and OfferZen has been instrumental in helping us achieve that goal. We are excited to further strengthen our partnership and work collaboratively as we aim to double our growth this year!"

The TROOP team

OFFER ZEN

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 TROOP

TROOP delivers a scientific, algorithmic and data-driven approach to designing the most effective global meeting and events strategy for your team, saving time and money while significantly reducing your carbon footprint. TROOP'S technology empowers anyone who plans an in-person or hybrid meeting to take decisions based on data rather than on opinions.

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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.