

# How Venchr automated email outreach with AmazingHiring



## BUSINESS CHALLENGE

80% of Venchr's candidates are passive, meaning they are neither actively looking for new opportunities nor available on job boards. Considering that tech candidates hide their profiles and contacts from recruiters, Venchr needed to source specialists unavailable with standard tools.

## SOLUTION

The search functionality of AmazingHiring allows Venchr to pinpoint exact criteria and target niche talent pools which other platforms can't. Flexibility of the search function lets Venchr target specific roles and understand how long candidates have been in that role. With that data Venchr recruiters can make sure that the candidates, they find in AmazingHiring search engine, are qualified enough to be considered further. As a result, 90-95% of Venchr tech placements are made with the help of AmazingHiring.

## VENCHR LOVES AMAZINGHIRING'S MESSAGING FEATURE THE MOST

AmazingHiring is a centralized sourcing hub as recruiters can both source IT candidates and contact them directly within the same platform. Multifunctionality of the platform, including the opportunity to set up email campaigns, is the biggest benefit for Venchr, as there's no need to switch between different tools. The messaging feature felt like a game changer for the consulting firm, because they used to handle email outreach manually before. Automating the reach out process not only saves time, but also allows Venchr recruiters to focus on screening candidates and ensure that they only introduce the best tech specialists to their partners.

## AMAZINGHIRING IN VENCHR'S SOURCING STRATEGY

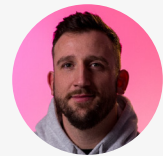
Every tech recruiter at Venchr has an AmazingHiring license to source IT specialists. Our tech sourcing strategy starts with AmazingHiring — we use the platform immediately as it works in the background through automation. On day one we create searches and build sequences tailored to candidate pools. We usually use three to four emails in a sequence. It's between stages three and four that we see the biggest bump in reply rate. Moreover, all our sequences have a calendar link for candidates to book a meeting, so it massively cuts time on arranging interviews. As a result, we have interviews scheduled by day 3 of the email campaign.

An IT Consulting firm, specialized in scaling teams in Data, Engineering and Sales, they partner with some of the best Data-Centric businesses in the UK.

Website: <https://venchr.co.uk/>

Industry: IT Consultancy

Headquarters: London, GB



We started the business 13 months ago, and now we are a team of 9 people, thanks to AmazingHiring we can close plenty of IT vacancies and expand the team.

**Ben Charlton**  
Co-Founder & CEO at Venchr

## KEY RESULTS:

- 90-95% of Venchr's tech placements are made with the help of AmazingHiring
- Venchr started off with just one IT recruiter (the Co-Founder of the company, Ben Charlton) and with the help of AmazingHiring he managed to close enough tech job openings to expand the business and hire a team of 9 recruiters within 12 months

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