



CASESTUDY

**“45% of our hires are from our
own career page”**

How Testronic hired 800 professionals
within 6 months

About Testronic

Testronic is a global leader in quality assurance, localisation services, compliance and certification. The company offers comprehensive testing and QA solutions for the gaming and film/television industries, operating in the global market for over 20 years. With facilities in the US, UK and Poland, among others, it uses its extensive experience and broad scale of operations to offer customers reliable quality, performance, value, and security. Testronic employs around 1500 people today, but the company is growing steadily, hence the high demand for new employees. They are recruited for the company's 7 branches, located in Warsaw, Burbank, New Orleans, Croydon, Santiago, Belgrade and Bucharest.

New employees join departments such as:

- Functionality Quality Assurance (FQA), Testronic's largest department, responsible for identifying and reporting functional defects that affect the player experience and ultimately the overall quality of the game.
- Localisation Quality Assurance, ensuring games are properly embedded in local market conditions to ensure the commercial success of the game and a very high quality user experience
- Player Support, focused on providing model-based game user support for Testronic customers
- Film & TV, a global QA provider for all content distribution channels
- Translation, provides full translation, proofreading, text verification, transcriptions and all other linguistic services in up to 40 languages

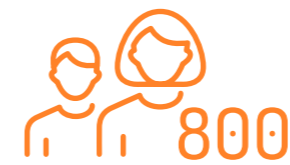
Cooperation with softgarden

A constant demand for new employees, and dozens or even hundreds of open processes per month is a situation the Testronic recruitment department has been facing for a long time. At the same time, the current situation on the job market, namely limited access to top talent combined with candidates' growing expectations regarding the quality of processes and their impatience, has prompted the company to reach for solutions that would help it attract and hire the right people.

"Before we partnered with softgarden, we had been using other recruitment solutions for a while, but they did not

meet our expectations. First and foremost, they were not able to provide us with quality applications. We have been working with softgarden for 14 months now and have seen a massive improvement in both the quality and quantity of incoming CVs. The numbers speak for themselves - in the last 6 months we received 10,500 applications, based on which we arranged 4,500 interviews and ultimately hired over 800 people. This results in an 18% job offer rate. And what is very important for us - 45% of the hires were made through our own career page," says Stephen Laverick, Director of Team Experience at Testronic.

H1 2021 in numbers:



people hired

45% hired from the career page



interviews



applications

18% job offer rate

Testronic BENEFITS REVIEWS JOBS JOB OFFERS ON MAP OUR PEOPLE CERTIFICATIONS SOCIAL MEDIA All vacancies

7 FACILITIES
WARSAW, BURBANK, NEW ORLEANS, CROYDON, SANTIAGO, BELGRADE, BUCHAREST

1500+ TEAM MEMBERS

1 GOAL
Perfecting the World's Entertainment Together



Functionality Quality Assurance

Functionality QA (FQA), is the biggest department of Testronic, responsible for identifying and reporting functional defects which affect players experience, and ultimately impact overall game quality.



Localisation Quality Assurance

Gaming is an international language. Making sure you're a hit in new markets gives way to attracting larger audiences, creating bigger franchises and big wins for brand awareness. Localisation QA and Translation is key. We can help make sure you never say rubber, when you meant to say rubber.



Player Support

Testronic's Player Support focuses directly on the growing demand and capabilities of the Gaming Industry. We provide a bespoke customer support service customised to the specific needs of our clients, creating a richer gaming experience for the end users.

“Working with softgarden is a great experience! Every person we come in contact with is very helpful and open to our needs. The ideas we submit are taken into consideration for further product development, so we feel like our feedback matters at all times. And at the same time we can see how softgarden's suite of solutions is evolving to meet the growing expectations of candidates in the job market.”

Stephen Laverick
Director of Team Experience
at Testronic



Recruiters' and candidates' perspective

Testronic recruits candidates with various specialisations and for different job levels, hence its recruitment processes are highly individualised and tailored to the needs of specific target groups. In order to efficiently publish jobs on different channels, the company uses the multiposting function, which is available at softgarden on both the free portals and the +300 paid international premium jobboards. The effectiveness of each channel is monitored on an ongoing basis, as are other recruitment metrics. As a result, the company optimises its recruitment performance on an ongoing basis. All data is automatically available in softgarden ATS, and generating comprehensive reports is possible with just one click. This makes the job of recruiters significantly easier and faster. "We carefully track recruitment KPIs – they are vital for any business and very important for us to be up to date with how we perform as a team. We also make them visible on our career page," comments Stephen Laverick. To increase conversion, Testronic diversifies

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Stephen Laverick
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available ways to apply, so potential candidates have the option to do so via LinkedIn, Facebook, or WhatsApp. A video application function is also available. "We give candidates every option they are interested in, just to make it easy for them to apply. We know that's what they expect. Whatever the source of the CV, each one goes directly into our recruitment system where it is further processed," says Laverick.

Testronic BENEFITS REVIEWS JOBS JOB OFFERS ON MAP OUR PEOPLE CERTIFICATIONS SOCIAL MEDIA All vacancies

- Continuous Development
- Remote working * Country & role specific
- International culture
- Health & Wellbeing
- Training allowance
- Team activities and Rewards

“ nice overall experience
all the stages were good however, I felt it would have been nice to know the total number of stages before going through each stage.”

Applicant feedback from September 2, 2021

Excellent 4.58 / 5 (1164)

Time to Interview: 21 Days

Time to Hire: 50 Days

Job Offer Rate: 14%

Simple, Conversion-Optimised Career Page Creator

Easily integrate images, galleries, icons, videos, quotes, key figures, filters, location maps, contacts, events, certificates, social media icons.

Testronic checklist of most useful softgarden features:

- ✓ simple multiposting of jobs
- ✓ easy collaboration with the recruiting team at ATS
- ✓ apply via LinkedIn, Facebook, Whatsapp, video
- ✓ integrated solution for video interviews
- ✓ smart calendar for simple scheduling of interviews with various members of the recruitment team
- ✓ monitoring of recruitment KPIs, transparent reporting
- ✓ simple, conversion-optimised career page creator
- ✓ independent, third-party tool for collecting employer reviews
- ✓ complementary partner solutions in softgarden Marketplace

46 current job offers

Keyword

Location

Talent Acquisition Specialist	Warszawa	9/3/2021
Film & TV, Quality Assurance Technician	Warszawa	9/2/2021
Functionality Games Tester - with FPS game experience	Warszawa	9/2/2021
Service Delivery Manager - Poland	Warszawa	9/1/2021
QA Project Manager - Warsaw	Warszawa	9/1/2021
Security Architect	Warszawa	8/31/2021
QA Technician with Unreal Engine knowledge	Warszawa	8/31/2021

More Efficiency: Multi Posting

In order to efficiently publish jobs on different channels, the company uses the multiposting function, which is available at softgarden on both the free portals and the +300 paid international premium jobboards.

Jessica K.
UI / UX Designer
via WhatsApp

Dennis W.
UI / UX Designer
via LinkedIn

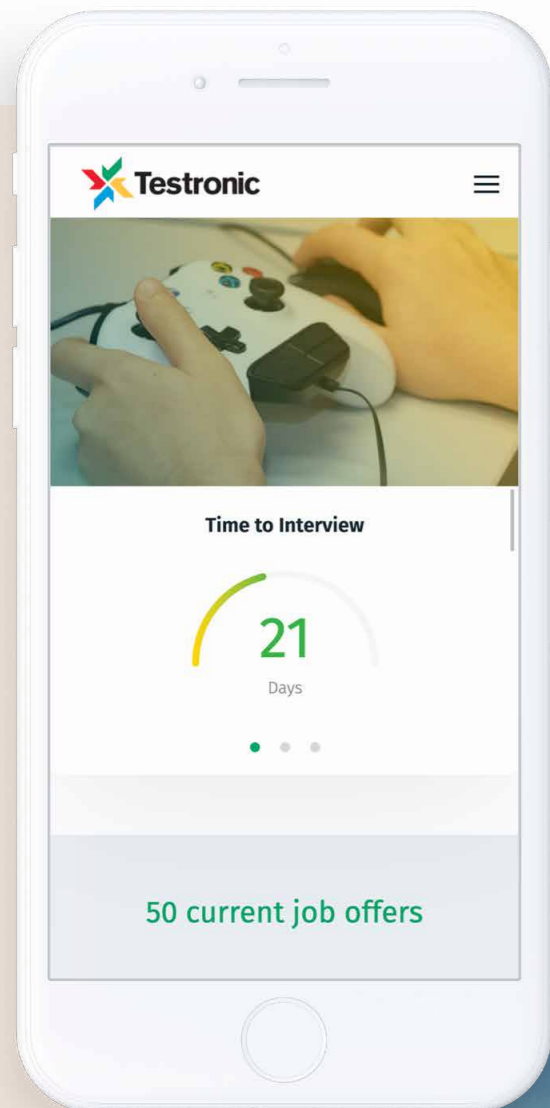
Anja S.
UI / UX Designer
via WhatsApp

Talent Acquisition Suite in use

"In my opinion, in today's recruitment world, whoever does not evolve gets left behind. In the fight for the best candidates, the ones who count are those who are constantly following changing trends and are able to respond to current expectations. I agree with the approach that today's candidates are like the users of Uber or Booking.com - they want to quickly receive all the information necessary to make a purchase decision. And we deliver exactly what they need using softgarden Talent Acquisition Suite," comments Stephen Laverick on the company's recruitment strategy.

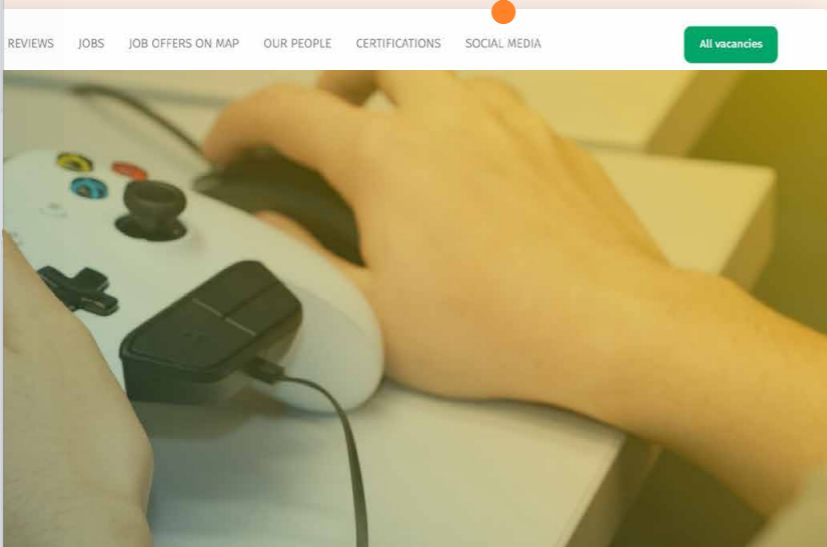
Testronic uses softgarden's products to their full extent - the Talent Acquisition Suite, which helps to attract top candidates and get them to apply, combined with the ATS system, which allows for quick administrative processes and accelerated hiring. The company's current career page based on the Career Page Pro solution is fully mobile and SEO optimized. The recruiting department has full control over it and can easily add and update content published on it independently. And its high ranking in Google is influenced by the integration with the Feedback Solution, through which

Testronic actively collects and publishes its ratings of the company as an employer. Candidates visiting Testronic's career page have access to the company's full set of real and verified reviews, so they can instantly see the opinions of its employees and candidates involved in earlier processes. "We want to be fully transparent with candidates, which is why I do not hesitate even for a moment to publish employer reviews on our career page. That's why we've included key hiring metrics so that each user has a realistic expectation of the potential response time to an application or Time to Hire," as Stephen Laverick puts it about the key elements of a career page that has increased its conversions. With this approach, the page serves as a key recruiting hub at Testronic, responsible for the highest quality of applications. As a result, there is a very high percentage of hires directly from the career page, reaching as much as 45%. It's also worth noting the top employer rating that Testronic received from interviewed candidates and employees - a score of 4.59/5, which, according to the [Candidate Experience 2020](#) study, meets the requirements of even the most demanding candidates.



Fully mobile and SEO optimized: Career Page Pro

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1500+

TEAM MEMBERS

1

GOAL

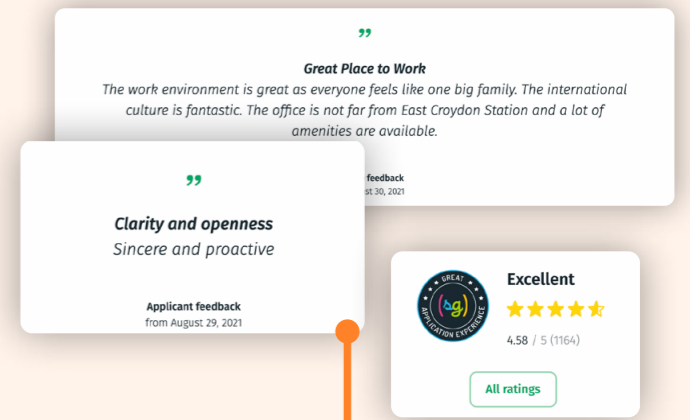
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BUCHAREST

Perfecting the World's Entertainment
Together



The Talent Acquisition Suite

The Talent Acquisition Suite is a comprehensive softgarden SaaS solution for companies that want to improve the quality of incoming applications, increase conversion rates, take care of candidate experience and make the recruitment process friendly for candidates, recruiters and hiring managers. Using this solution, they create their own recruitment hub - a career page containing all the decision making content, including integrated employer ratings and recruitment KPIs. By actively collecting company reviews from candidates and employees, companies gain valuable content to showcase on the career page while impressing the candidates with their engagement. This is accompanied by ATS as core element of the suite, which accelerates processes and the referral manager, which helps companies in getting more reach without any costs. The Talent Acquisition Suite is a tool for all organizations looking to improve the quality and increase the number of incoming applications. TAS is 100% GDPR compliant, with servers hosted in Germany.

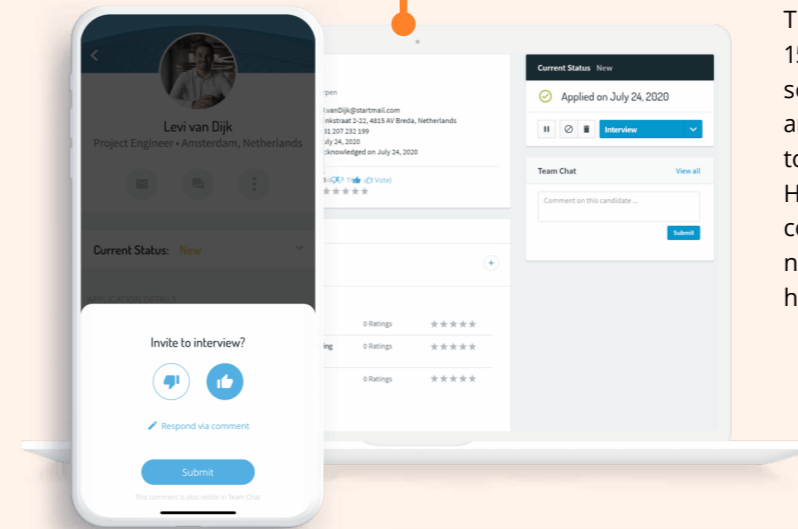


More transparency: Feedback Solution

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Applicant Tracking System

The Hiring app accelerates time to hire up to 60%.



softgarden Applicant Tracking System

The softgarden recruitment system is a solution that the company has been offering in the market for over 18 years. Thanks to the experience gained from working with over 1500 clients and processing over 1 million applications a year, softgarden has developed a complete list of functionalities and solutions, such as the Hiring App, which make it possible to streamline administrative work and accelerate Time to Hire by up to 60%. This solution is particularly useful for companies conducting mass recruitment processes, which need to streamline the work of their recruitment team and hiring managers. ATS is certified with ISO9001.

More Reach without any Costs Referral Manager

Your employees share open jobs in their own network with just a few clicks - via social and business networks, messenger, email, or as a link. In this way, you spread your job advertisements without additional costs and gain additional reach.

Know someone who is perfect for this job? Refer now:

Sending a direct personalized referral message has best chances of success.

Refer directly:



Share with your social groups:



Recommend now

About softgarden e-recruiting GmbH

softgarden is the modern all-round solution for easy recruiting. In applicant management, employers optimise the candidate experience with the help of softgarden, and better integrate hiring managers thanks to an app which shortens the application process by more than half. When selecting applicants, employers can reach more candidates on social networks with the integrated recommendation manager by using the existing contacts of their employees. After posting offers through different channels in over 300 advertising portals, thanks to active sourcing you will acquire attractive candidates from the softgarden Talent Network. The employer branding activities carried out by clients are supported by the unique Feedback solution and Career Page Pro tool for easy setting up of mobile-optimised career pages. These allow employers to automatically generate feedback from applicants and new employees, and to make it visible on their own website and on kununu, improving their online reputation. Over 1500 renowned companies of different sizes and from different sectors already take advantage of the easy-to-implement cloud solution to fight for top candidates.

www.softgarden.com

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