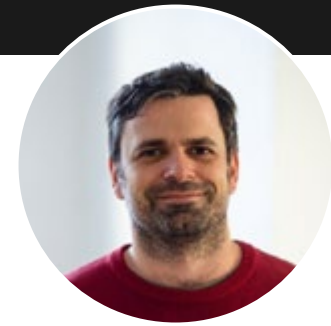


CASE STUDY



How Pivotal and Nest developed a Recruitment Project
to hire Digital Marketing Talent at scale and drive business growth

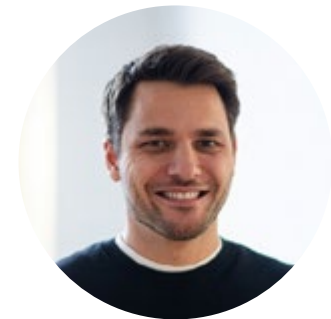
Nest is a founder-led Performance Marketing Agency set up by former Google and Facebook experts. The business specialises in scaling E-commerce & DTC's on Paid Social, working with some of the most exciting and disruptive brands in this space – Huel, Depop, Papier and Feelunique to name a few. Since launching in 2017, Nest has become one of the fastest growing independent agencies in the UK and have doubled in size every year, all through word-of-mouth referrals.



“Pivotal has a willingness to quickly look at non-traditional models and solutions. The Project model offers greater cost efficiencies, flexibility, service, and results. Overall it’s a significantly better experience than any other recruitment company or solution we’ve used.”

Will Ashton

CEO, Nest Performance



“As we scale, Pivotal has been able to offer a complete talent solution that means we can focus on other elements of the business.”

Stefan Cataldo,

COO, Nest Performance

Project Stats



Organisation size
15 – 25



Number of hires
12



Project duration
6 months



Savings
£30,128



Project Performance

CVs sent per role

5.9

First interviews per hire

3.8

Second interviews per hire

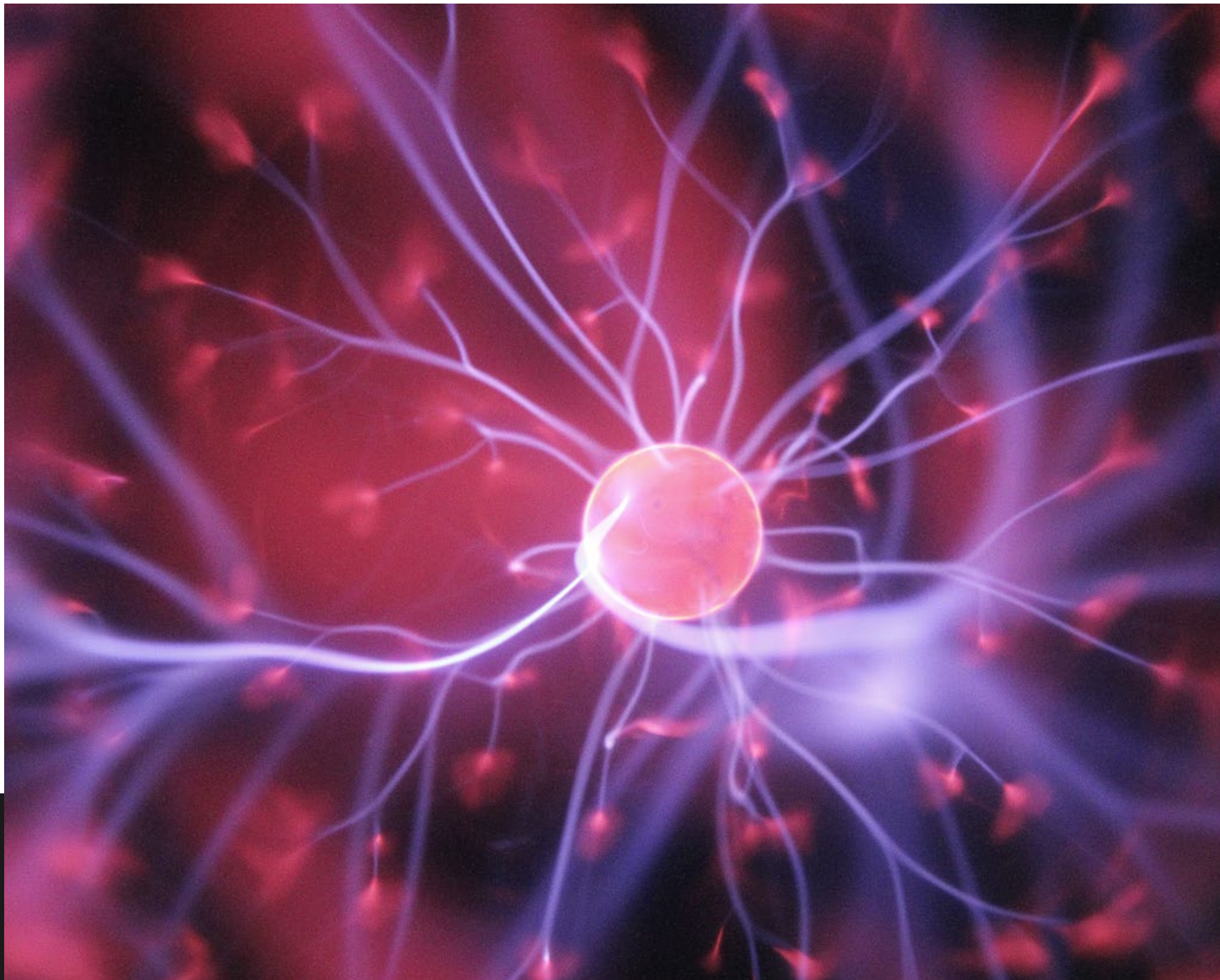
2.2

Offers accepted

100%

Successful hires

100%



What problems do Pivotal solve?

Access to talent and speed of delivery.


Pivotal have been able to take our hiring plans over the next 12 months and come up with a solution that was attractive on every level including cost, servicing, rebates & replacements and even worked with us to encourage internal referrals. By engaging at a senior level, they were able to work with us and look our challenges holistically to come up with a great solution that ticks all our boxes. As we scale, Pivotal has been able to offer a complete talent solution that means we can focus on other elements of the business.

How has Pivotal helped your business grow?

Hiring talent at scale that allows us to hit our business objectives.

By the end of 2020 we will have hired 15-17 via Pivotal. Pivotal invested time at the start of the project, really getting to know our founders, our values, vision, culture & people which meant they truly understood the type of profile we wanted. We worked with them to create a brilliant story to take to market – Pivotal have been able to amplify this enabling us hire candidates we would not have been able to reach.





What was your approach before Pivotal?

We tried a few different approaches.

We tried doing it ourselves and using internal recruiters – but we quickly realised we didn't have a network and resources or, able to match the efficiencies of the project. We also used the traditional Recruitment Agency model employing 2/3 agencies working on contingent basis, but this was messy, difficult to manage, time consuming and expensive.

Neither approach delivered the quality of candidates at the speed and scale we needed, or at a price we valued.

What do you enjoy about working with Pivotal in this way?

I know my total cost of recruitment for the whole year, so I can forecast and budget accurately.

All the commercial tension is removed in this type of project and there are no hidden agendas. Both businesses are aligned from the start working towards the same goals and towards our hiring interests. This plays out in the level of service we receive, and the overall quality and accuracy of CVs is much higher than previously experienced. The approach is quality led, Pivotal invested more time to

fully understand us, which drives quality of applications. All CVs are on point, which is better for us because it saves us time. We wouldn't go back to working with an old school contingent method of working with recruiters that are KPI'd on CVs sent or individual deal size because, both metrics are counter productive to our interests..





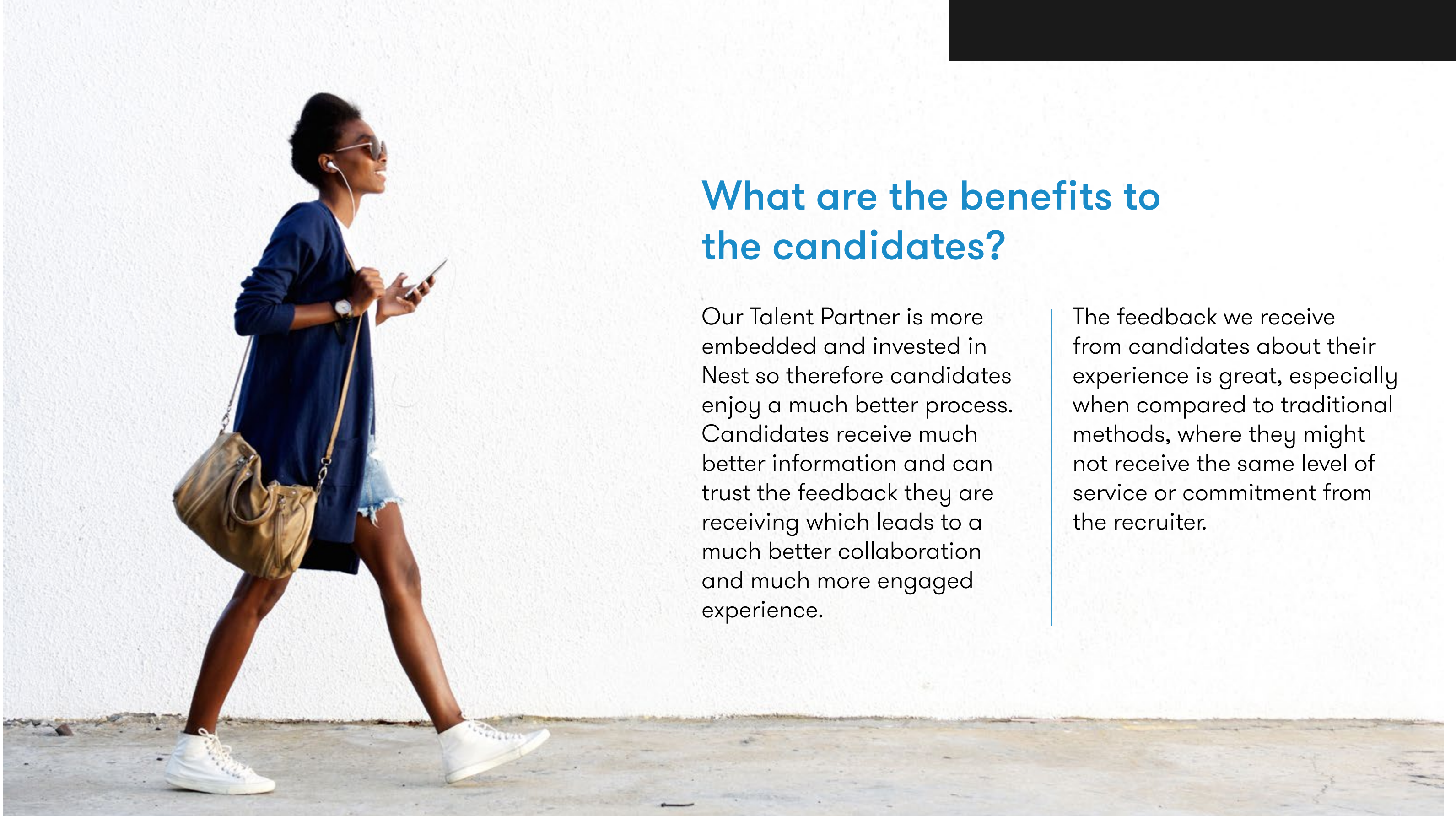
What's different about a Pivotal's Growth Product?

Cost efficient, flexibility, trust and transparency.

The project model offers great value vs Internal & traditional contingent methods & better results.

We have been able to scale up and scale down and change roles up and down – its very fluid which is important to us (especially in the current climate). The communication is more honest, and you can quickly get find ways of improving or solving any problems much quicker.

There is no silver bullet in recruitment, you need to treat this as a partnership and invest in it. needed, or at a price we valued.



What are the benefits to the candidates?

Our Talent Partner is more embedded and invested in Nest so therefore candidates enjoy a much better process. Candidates receive much better information and can trust the feedback they are receiving which leads to a much better collaboration and much more engaged experience.

The feedback we receive from candidates about their experience is great, especially when compared to traditional methods, where they might not receive the same level of service or commitment from the recruiter.

What is different about working with Pivotal in this way?

Pivotal has a willingness to quickly look at non-traditional models and solutions. That's the key.

The team demonstrated to us early that they were interested in finding better ways of working and, for people like me & for businesses like us, that's what we want. We want people that are willing to explore ways of doing things differently, that gets better results with the clients' interests at the heart of it.





Find out how pivotal can help your
business scale through talent.

Get in touch