

Case Study

Optimize your talent pipeline and focus on hiring

KINSTA

Learn how to improve
the quality of candidates

aceWORK

About

When it comes to establishing a functional distributed environment, there are not many companies reaching that scale of remote maturity as Kinsta. Founded back in 2013, this world-renowned WordPress hosting provider has been pioneering a remote-first operations model long before the hit of the pandemic.

*Our processes are highly efficient and resilient to the crisis. With a set of consistent remote policies that define our everyday work and advanced tools that help us track performance & engagement, our employees are able to achieve greater work-life integration. As a result, we are experiencing **very high retention and a minimal amount of sick leaves**, compared to traditional office-based organizations.*



Zsófia Hidas

Talent Acquisition Coordinator for Kinsta

With thousands of clients from 128 countries around the globe, the company established a successful glocal model - remote - first operations with several talent hubs across North America and Europe. This allows Kinsta to provide hosting services in 9 local languages 24/7.

Challenges

To achieve and maintain such a scale, the company's recruiting division needed to secure a reliable source of qualified candidates to address the company's growth targets.

*Our tech stack, timezone and language requirements are very precise. While remote job boards definitely provide an enormous supply of applications, they failed to accommodate our quality standards. Typically less than 5% of applicants are invited to the next round. On the other hand, **traditional job boards are still not optimized for remote recruitment.** Job ads are billed based on one preferred location. If you are willing to hire across the whole country or even region - the cost of setting up and maintaining multiple job ads for one role is simply not viable.*



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Talent Acquisition Coordinator for Kinsta

Solution

Last year Kinsta processed over 12.000 CV's and closed 80 hires. Acework Talent teamed up with the company's Talent Acquisition Coordinator to build a strong pipeline of qualified candidates. With the end-to-end sourcing support and tech-enabled talent matching, acework team identified relevant candidates and substantially minimized time spent on sourcing & qualification for several positions advertised at acework.

*I was particularly impressed with the candidate's quality and speed of delivery, especially for Engineering positions. With acework we've managed to close challenging hires for SysOps Engineers and Affiliate Program Coordinator in a matter of weeks. Acework are world-class experts on identifying hard-to-reach candidates globally. **We've managed to achieve a higher level of efficiency and spend more time on hiring, rather than sourcing and reviewing CV's.***



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Talent Acquisition Coordinator for Kinsta

Acework supercharged Kinsta's talent acquisition with a multichannel sourcing approach, an extensive database of verified specialists and managers and an advanced matching algorithm.

With our rigorous vetting process (language, skills, remote readiness, culture, references), we've helped Kinsta to boost their pipeline with top-tier talents and address their growth needs.

About us

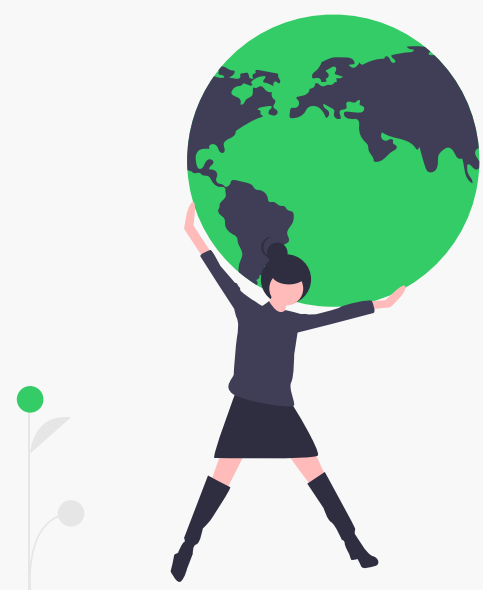
Acework provides employers with all the necessary tools to enable flexibility in the workforce. As multi-disciplinary experts in management, HR, business development and design, we have 10+ years of experience in talent acquisition and distributed team setup.

The **Acework Advisory** aligns your way of working with your culture, processes and business needs. This ensures the continued engagement and resilience of your distributed team. We've successfully enabled SMEs, scale ups and corporates around the world to implement more flexible and remote ways of working.

Acework Talent is a flexible recruiting solution that enables employers to identify top digital talents across the world. Unlike traditional recruitment agencies and job boards, our talent service has always focused on flexible work opportunities. Hiring for fully, partially, or occasionally remote positions is in our DNA.



aceWORK



Expand the borders
of your local talent
pool



Get support to set up
your flexible & remote
hiring policies



Match with pre-
vetted remote-ready
candidates



Minimize risk and
decrease the cost
of turnover

[Schedule Free Consultation](#)

Successful companies build their distributed teams with acework:

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