

Case Study

Growing a tech scale-up, while operating remotely



sendwave

**Embedded recruiting
& employer branding
support for Sendwave**

aceWORK

About



sendwave

Sendwave is a US-based business with the mission to make sending money as easy and affordable as sending a text. More than 800,000 users worldwide use Sendwave's app to send instant, no-fee transfers from, for example, the US, UK, and Canada to Africa and Asia. Founded in 2014, over the past few years the company grew all the way up to more than 500 full-time employees globally, while operating 100% remotely. In 2021 Sendwave got acquired by WorldRemit, a leading digital payments provider available in 130 countries.

aceWORK

Acework supports remote-first and hybrid employers to close critical roles in an accelerated time frame. In addition, the team of experts supports with in-depth remote employer branding, helping employers craft their unique employee value proposition to attract more and better candidates globally.

Long story short



In 2021 alone, Sendwave hired over 300 new people across Engineering, Product, Finance, Marketing, Support, and HR functions - all over the world (North America, Africa and Asia). Being a distributed company from the get-go, their challenge was to set standardized, scalable recruiting processes globally, while ensuring a strong cultural fit (mission, remote readiness) for every single hire.

Facing ambitious business targets caused by a growing product adoption and the merger with WorldRemit, the Sendwave team realized the importance of the in-house Talent Acquisition function, which wasn't self-sufficient at that stage.

Acework teamed up with People Managers and selected Team Leads to evaluate hiring targets, provide support in sourcing for critical roles, and set foundations for when the internal talent acquisition team has grown.

Challenge



01

Craft unique employee value proposition and attract tech candidates in a new region

With a plan to build up an additional engineering hub closer to North America, Sendwave needed to raise awareness in the LATAM region, learn about the talent market and attract talent for more than 10 open software development positions.

Example of Quarterly Hiring Focus

Python Backend Developer	5 openings
iOS Developer	2 openings
Android Developer	1 opening
Engineering Manager	1 opening

Solution



Embedded recruiting support

Acework talent partners were responsible for sourcing candidates for 4 senior engineering openings in the LATAM region.

Working hand in hand with Sendwave's engineering teams, we've identified potential talent pools across the region. We ran the complete sourcing strategy and talent outreach. We ran the complete sourcing strategy and talent outreach. In addition, we supported recruiters to set up talent acquisition processes, provided feedback and market insights, and designed a compelling employer value proposition for candidates located in South America.

Outcomes

- ✓ Outreach to **635 candidates in LATAM** + 200 diverse candidates in the EU to address diversity requirements
- ✓ Screened and **interviewed 32 candidates**
- ✓ Submitted **15 vetted and selected candidates**



Upon writing: Two hires within 8 weeks

Challenge

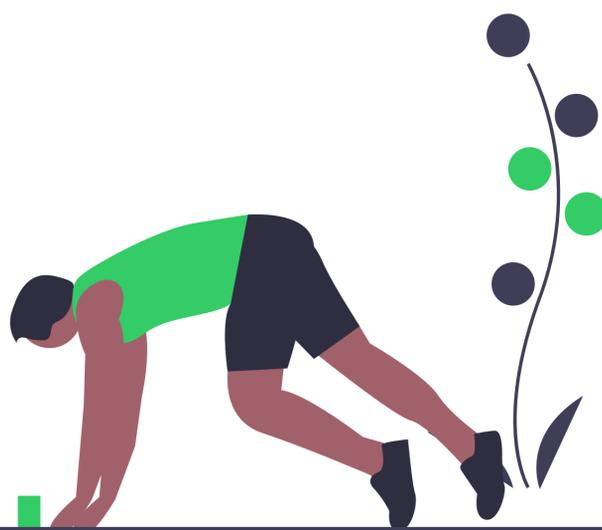


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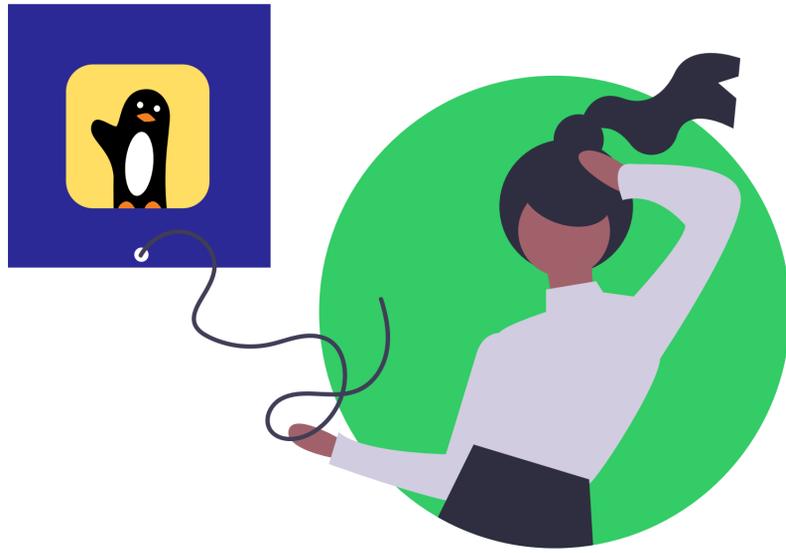
Support Employer Branding activities in core markets to speed up the application process for commercial roles

On the commercial side, Sendwave continuously needs to recruit Market Launchers at scale. Being a key role to deliver value to its users, Sendwave recruiters found it challenging to explain to an ever-growing pool of potential candidates the set of responsibilities, daily tasks, and interview process for this particular position.

With talents in the pipeline not being able to understand the role of Market Launcher, the team noticed a high drop-out rate from the candidate side as well as a low pass rate on the final interview stage.



Solution



Video production

Create 2 animated videos to explain the role of the Market Launcher at Sendwave.

→ **2-min teaser of the role and Sendwave** to share across social media, in job descriptions, ads, etc.
Also used in direct outreach to visualize the role, company's DNA, and culture to prospective candidates.

→ **8-min in-depth video explanation of the role.**
This version is shared with prospective candidates who have shown initial interest. Video answers the most common questions from candidates.

Outcomes

✓ **100% increase in engagement** on the video post on social media, compared to other posts

✓ **Improved response rates of candidates** in direct recruiter outreach

✓ **Reduced time to the first interview** videos answered the most common candidate questions. Recruiters have to explain the role and process in less detail to get candidates engaged and apply.

✓ **Improved candidate experience** video explains the critical steps in the application process and prepares candidates for it.



Recruiter closed 3 open Market Launcher positions within the deadline of Q2

What is embedded recruiting?

Did you know that a bad hire costs you up to 3.5x their annual salary if they leave in the first 12 months?

Any wrong hiring decisions may cost you not just money and time, but also negatively impacts cross-team dynamics. At acework we believe that the most effective way to collaborate on talent acquisition is 100% alignment between recruiter and hiring managers. That is why with our embedded recruitment service we provide an opportunity to plug our experienced talent partner directly into your organization to carry out the end-to-end hiring projects. It reduces your cost of bad hires and ensures a great candidate experience.

At Sendwave, the acework team jumped in as embedded recruiters handling 4 roles in the engineering department.

First, we were responsible for setting up the strategy:

- Identity countries and companies in LATAM that fit Sendwave's technical and quality requirements;
- Tap into talent pools in LATAM and present initial candidates;
- Create a compelling employer value proposition for candidates in South America;

Then, we handled all operational efforts end-to-end, ensuring high quality and fast progress:

- acework' team hand-picked candidates making sure profiles meet the requirements;
- Candidate outreach, selling the employer value proposition, company mission and job opportunity;
- HR screen of candidates, in-depth interviews about work experience, soft skills, remote readiness and language skills;
- Ownership of the candidate experience throughout the hiring process (weekly check-ins, guidance, information about status of the application);
- Weekly sync with Mobile and Engineering teams on pipeline health, candidate quality, the status of interview & tech assessments

Here is what they say

acework's team has synced up with our internal process and hiring managers seamlessly. They understood our needs and company values in no time, allowing them to act as internal recruiters from the start. They have shown great expertise on Tech Remote Hiring with a focus on speed and special care for the candidate experience.



Omar Ayub
CTO, Sendwave

We have learned a lot about the LATAM market during our collaboration and they helped us spread Sendwave's employer brand throughout the region. acework's Embedded Recruiting services helped us bridge the gap during a scaling period, where we needed a quick expert support increasing our hire rates, while testing in unknown markets.



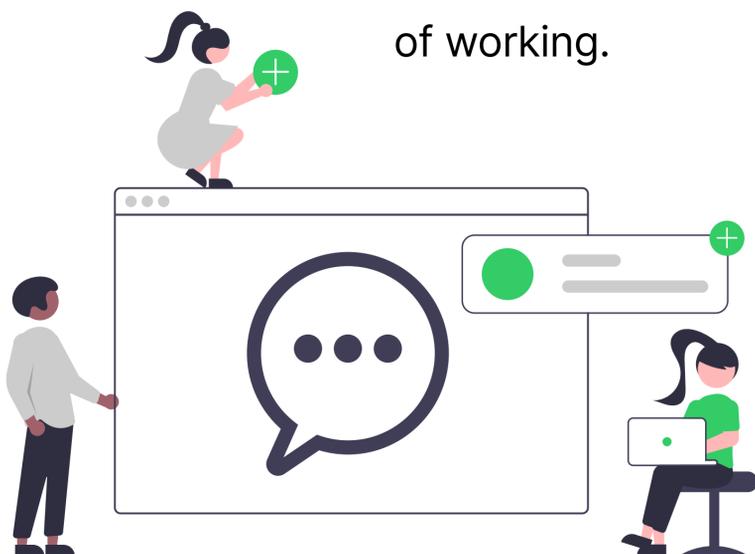
Carol Boone
Head of People, Sendwave

Enable flexibility in your work space

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, distributed team setup and employer branding.

Acework Talent is a flexible recruiting solution that enables companies to identify top digital talents across the world. Our team of global experts works project-based or as embedded recruiters to close critical roles quickly and accelerate your growth. In addition, we share our experience with employer branding for remote & hybrid companies and help you craft your unique employee value proposition. 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.

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



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

Enable flexibility in your workplace with an embedded recruiting support
and employer branding advisory

[Schedule Free Consultation](#)

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