

# How do you hire over 250 positions each year without sacrificing quality?

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*"I don't really use agencies anymore. For the cost of one agency hire, it pays for my team to use Simpler for a year."*

*— Eric Berg, Global Staffing Director @ Ooyala*

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## 78%

of employees connected their network to Simpler

## 39%

of employees on Simpler made a referral

## 10

average number of referrals made by employees on Simpler

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### Challenge

Ooyala is a fast growing technology company that operates across 13 global offices. To fuel their rapid expansion they fill over 250 positions each year, many of which come with specific requirements due to the technical nature of Ooyala's business. How does you hire over 250 positions each year without sacrificing quality?

### Solution

Ooyala believes in empowering senior recruiters to own the hiring process from start-to-finish. To enable their investment in a senior recruiting staff, less budget is spent on junior sourcers and agencies that send cold emails at volume. Instead Ooyala leverages a strong referral program, powered by Simpler, to discover and engage candidates within their employee network.

Eric Berg, Global Staffing Director, describes how Ooyala uses Simpler, "I don't even need the employees to do anything. I'll go look at their network." Once a quality candidate is identified, a warm introduction is facilitated by Simpler which drives efficiency over cold emails as reply rates "go from 10% to well over 25%."

Mr. Berg elaborates on the value that Simpler brings to his recruiting team beyond cold email, “finding the software engineer within Google is not hard. It’s valuable to have the warm introduction.”

## Results

To successfully hire at the rate that Ooyala does, effective resource and budget allocation is key. Mr. Berg reports, “I don’t really use agencies anymore. For the cost of one agency hire, that pays for my team to use Simpler for a year.”

In addition to cost savings, Simpler has helped Ooyala shorten their time to fill open positions. Since the quality of a candidate’s quality and fit is already known, some of the interview steps may be removed. With Simpler’s help, Ooyala has achieved a time to fill of only 35 days. Eric Berg states, “You don’t need a phone screen. We don’t need to give them a coding test before they come onsite. You can skip certain steps. You skip the step for a right reason.”

## About Ooyala

Ooyala is an enterprise technology company that operates one of the world’s largest premium video platforms and a leading ad serving platform. Built with superior analytics capabilities, Ooyala’s personalized cloud TV solutions enable companies to address the rapid transformation of viewer behaviors.



Want to know more? Have burning questions? We’re happy to chat!  
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