HOW TO UNDERGO A TALENT ACQUISITION DIGITAL TRANSFORMATION MORE EFFECTIVELY AND EFFICIENTLY:

Shopify Selects the Right ATS Quickly to Support their Growing Headcount

TALENT TECH LABS

50%
YOY increasing headcount

Shopify is increasing their headcount rapidly by 50% YOY and receiving more applicants than due to growth in e-Commerce during COVID-19.

Challenge

Shopify, a Canadian multinational e-Commerce company headquartered in Ottawa, Ontario, is increasing their headcount rapidly by 50% YOY and receiving more applicants due to growth in e-Commerce during COVID-19. As a progressive, growing company, Shopify needed a best-in-breed talent acquisition function that is built to bring in the top talent. In order to achieve this, Shopify had to replace their current Applicant Tracking System with a more robust anchor system to handle the accelerated growth. If not replaced, Shopify's current ATS would continue to be a bottleneck to their future innovation.

When undergoing a digital transformation to implement a new Applicant Tracking System, Shopify faced the following challenges:

Difficulty securing the right Applicant Tracking System effectively and efficiently to support the flood of candidates and to attract the best talent:
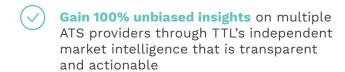
- **Unable to sift through all the granular details** of the features and functionalities of many ATS solutions to ensure the solution supported their hiring volume and goals

- **Struggling to understand** how the implementation of the ATS will impact their entire TA tech stack and future growth

Learn more about us at www.talenttechlabs.com or email hello@talenttechlabs.com.

Solution

Shopify partnered with TTL to help select the right ATS to elevate their TA function. TTL provided a process discovery, an in-depth business case for how the ATS would impact their current and future environment, and a concrete business model outlining the best route to long-term growth.

By entering into a thinking partnership with TTL, Shopify was able to:

✓ **Gain 100% unbiased insights** on multiple ATS providers through TTL's independent market intelligence that is transparent and actionable

✓ **Avoid the sales hype** on the solutions' features and engage in thoughtful conversations on how the solution can solve their particular needs

✓ **Achieve a scalable, outsourced research function** to analyze their specific TA function and business goals

✓ **Leverage an on-demand partner** to help them answer quick questions on TA technology and to innovate their TA tech stack in the long-term

✓ **Collaborate with like-minded companies** and understand their challenges and best practices on TA technology

100%
gain of unbiased insights

Shopify was able to gain 100% unbiased insights on multiple Applicant Tracking System providers through Talent Tech Labs' independent market intelligence that is transparent and actionable.

Outcome

Talent Tech Labs' solution provided significant ROI and long-term value for Shopify.

THE BOTTOM LINE

As trusted advisors, TTL helped Shopify:

- **Dramatically reduce time-to-decision of selecting an ATS by 75%** (reduction from 3 months to 3-weeks)

- **Save $70,000** by not needing to hire a PM role or analyst to lead tool selection

- **Gathered the insight** to build a TA tech strategy & roadmap to meet their hyper-growth goals and to acquire top talent

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