



## A CASE STUDY IN RECRUITING SUCCESS - ENTERPRISE SALES



ASTROHIRE



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## QUIQ EXPANDS ITS NATIONAL SALES FORCE WITH ASTROHIRE



Quiq helps present brands like Overstock, Brinks Security, and Club Med, with consistently jaw-dropping customer experiences across SMS/text messaging, rich messaging, web chat, and social channels. With Quiq's Conversational Engagement Platform, companies can easily orchestrate commerce and service conversations involving both bots and humans. For more information about Quiq, go to [www.goquiq.com](http://www.goquiq.com).

## VENTURE CAPITAL FUELS GROWTH

By 2019, Quiq had achieved significant customer growth milestones and announced that it has closed a \$12.5 million Series B funding round, led by Foundry Group, with participation from Teamworthy Ventures and existing investors Venrock and Next Frontier Capital. With new fuel for growth and stakeholders on board, Quiq needed to expand its sales organization nationally - fast.

## QUIQ'S CHALLENGES

- Expediting Quiq's enterprise sales expansion in key regions
- Accessing highly-vetted diverse national candidates Quiq wasn't reaching on its own
- Finding high-initiative personalities who thrive in entrepreneurial cultures
- Convincing candidates in major technology hubs to relocate to Bozeman, MT
- Making sure candidates have great interviews and hiring experiences

## ASTROHIRE SOLUTIONS

- Assign Quiq an experienced recruiter who was a former C-level tech executive
- Market, package, and evangelize the job in an attractive Quiq branded prospectus
- Tap AstroHire's bench of nurtured candidate relationships to jumpstart the process
- Engage candidates through unique channel partnerships, social media, and Smart AI
- Screen candidates for fit and coordinate the entire process from interview to offer
- **The AstroHire Promise**, which ensures transparent collaboration, great candidate experiences, and dynamic hires that stay

"The [enterprise business] background and experience that AstroHire brings to the table is fundamentally important—because frankly they get it." - Head of Enterprise Sales, Quiq

## RECRUITMENT RESULTS

- 1 In less than a week Quiq was interviewing candidates from target geographies and benchmark companies including Salesforce, Google, Medallia, and Zendesk
- 2 Within two weeks, the candidate diversity helped Quiq refine its requirements
- 3 Within three (3) weeks, Quiq had a short-list of finalist candidates that could excel in the job
- 4 In four (4) weeks, Quiq made its first offer that the candidate accepted in one day
- 5 **The results didn't stop**, the finalist short-list was so good Quiq made another offer to a second candidate

## CONTINUED PARTNERSHIP

Quiq returned to AstroHire to recruit its Customer Success Director