



Fiverr Building Global Workforce With Comeet

Collaborative recruiting engages hiring teams at world's largest online services marketplace

Fiverr launched in early 2010 as an online marketplace to connect freelancers with people looking for creative professional and personal services (aka Gigs). With Gigs priced starting at \$5, success soon followed. Fiverr is currently the world's most transacted marketplace for digital services. The horizontal marketplace provides any digital service in just one click, without haggling over the service deliverables or the price.

Buyers can choose from the world's largest catalog of pre-packaged services, ranging from graphic design and music/video editing, to marketing and copywriting. Behind the serious and not-so-serious is a company with \$50M in VC funding and nearly 200 employees worldwide. Teams in Tel Aviv, New York, Miami and Chicago execute an aggressive growth strategy.

Talent acquisition is a joint effort for HR Recruiter Viki Alper and HR Manager Mor Montag, who has helped build Fiverr's team since joining in 2011. By early 2014, it was clear that Fiverr needed to upgrade its processes and recruiting technology. The upgrade was a challenging three-phase process. The first two Applicant Tracking Systems (ATS) Fiverr deployed failed to deliver, according to Montag:

"We're a growing company with a global focus. We value responsive customer support, confidence in the availability and speed of our HR system, and a platform that Hiring Managers, especially, will want to use. We didn't get these from either vendor."

"Comeet is life changing."

Viki Alper | HR and Recruiting

Name:

Fiverr

Industry:

Internet

Services:

Freelance services marketplace

Customer since:

2015

Evaluated:

Jobvite, Niloosoft, CV Neto

Fun fact:

Average of 10 open positions

comeet.



“A lot of people at Fiverr who don’t even have HR titles are really involved with recruiting now. That’s a big change from before Comeet.”

Viki Alper | HR and Recruiting

Third Time’s a Charm

During the months Mor and her team struggled with their underwhelming technology, an Israeli software startup called Comeet was rapidly developing a new recruiting system. Convinced that recruiting’s future will center on team centricity and collaboration, Comeet combined the requisition and resume management features of an ATS, with communication, coordination and interviewing functionality for teams. By Q1 2015, the Comeet platform was mature enough to meet Montag’s wish list:

“The challenges in 2014 helped us identify a must-have feature list: compatibility with Hebrew and English CVs and Apple; duplicate resume and candidate identification; a built-in communication system to send letters automatically; ease-of-use, and a minimal user training requirement. We also wanted something that was friendly and looked modern and wouldn’t freeze or crash.”

Happy Hiring Teams

Montag worked with a Fiverr developer and Comeet’s implementation team to migrate her existing recruiting database, rebuild job pages, and get ready. After a week she describes as “surprisingly without stress,” Fiverr went live with Comeet in April 2015. Alper’s training consists of brief 7-10-minute sessions that vary according to the employee’s hiring role. Hiring Managers, for example, learn how to create a new position, manage their hiring team, customize workflows, use the built-in communication system, and master interviewing features. Hiring team feedback has been glowing Alper reports:

“They are very happy overall. It’s really helpful to have a system that engages everyone in the process, even if their role is pretty minor. Comeet helps create transparency. Everyone can see our current candidate pipeline for each position, and feedback on every candidate is in one place. It’s very convenient.”

The Best Customer Support

Comeet is spreading across Fiverr; more than one in ten employees already has a Comeet account, a huge number for an HR system. Usage is rising and Montag is happy with the platform and ecstatic about the customer support.

“Customer service is amazing. If I have any issues, I text message my Comeet contact. It’s great.”