

THESIS DEFENSE

Graduation Internship: Business Research and Advice (CU34780V22)



WHAT ARE THE BEST STRATEGIES TIETALENT CAN USE TO INCREASE THE SALES OF ITS SOURCER SERVICE?

Raya Gerdzhikova, 79984

HZ Graduation Coach: Ms. M. Polinder

In-company Supervisor: Mr. M. Trillou

First Examiner: Ms. V. Yazbek

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PROFESSIONAL PRODUCT 1

List of Recommendations

1 USER RESEARCH & USABILITY TESTING

To pinpoint particular problems and Sourcer service enhancement opportunities.

2 ROADMAP

Based on the most important pain areas identified for improving the user experience.

3 UI AND UX DESIGN UPGRADES

TieTalent could make more investments in UI and UX design upgrades, putting an emphasis on responsive design and easy-to-use navigation.

4 STREAMLINED EMAIL PROCEDURES

Due to the recognized email unreliability.

Comments:

Raya brought very interesting and relevant recommendations. Her ideas were feasible, adapted to our context and users, and also scalable. This is what we decided to move forward with on a strategic and operational level.



Sprint Demo

Tuesday, June 13 · 3:30 – 4:00pm
Every 2 weeks on Tuesday

[Join with Google Meet](#)

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[10 minutes before](#)

[Raya Gerdzhikova](#)



IMPLEMENTATION

Streamlined Email Procedures



tietalent.

Verify Your Account

Please verify your account by clicking below to complete the registration process. Once it's done, you can start hiring!

[Confirm email address](#)

Or paste the link into your browser:
<https://tietalent.com/en/companies>

[in](#) [f](#) [@](#) [v](#)

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Reset your password

In order to reset your password, please click on the button below. This link is only valid for the next 3 hours.

[Reset your password](#)

If you did not request a password reset, please ignore this email.

Thanks,
The TieTalent Team

If you're having trouble clicking the "Reset password" button, copy and paste the URL below into your web browser:

<https://tietalent.com/en/reset-password/2f11c394010dd32811e606a332a164b6997968bfff3b05eb7dcc83ba35b488b8>

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tietalent.

Hi Morio, welcome to TieTalent!

As the CEO of TieTalent, I want to personally thank you for signing up and joining our community.

Our team was notified, and we will be in contact with you shortly to better understand your hiring needs. In the meantime, take a look at the features offered by our platform.

[Go to my profile](#)

How to get the most of your free trial

- Create your first vacancy**
Our platform makes hiring easy. Create your vacancy in just a few steps and get instant matches.
- Start your Talent Search**
Get an overview of how our Talent Search feature works and discover how it can optimize your recruitment process.
- Book a Sales Call**
Get in touch with our Client Executives and revolutionize your hiring with our pre-screened talent pool.

Feel free to contact us with any questions, suggestions, or feedback you may have. We would love to hear from you! [Contact us.](#)

Marc Trillou
Co-Founder & CEO
TieTalent

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trusted by hundreds of companies across Switzerland & Germany

GEOSATIS **L'ORÉAL** **LG** **swatch**
HILTI **ublox** **VISIUM**

tietalent.

A Pool of 35,000+ Pre-screened Talents Is Waiting for You!



Hi Morio,

with our Sourcer model, you can shorten your hiring timeline by as much as **4 weeks.**

Recruiters across Switzerland and Germany take advantage of our platform's features to find the best candidates quickly and easily. You are just steps away from finding your perfect match.

[Finish your first vacancy](#)

Questions? We're here to help! [Get in touch.](#)
TieTalent Team

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[Our Blog](#) | [Policy](#) | [About Us](#) | [F.A.Q](#)

trusted by hundreds of companies across Switzerland & Germany

GEOSATIS **L'ORÉAL** **LG** **swatch**
HILTI **ublox** **VISIUM**

tietalent.

Morio,

Don't miss out on the best part of Sourcer!

Your **free trial** has expired, but don't worry! You can get access to a host of features and talent insights that go beyond what you experienced during the free trial by **subscribing** to one of our paid plans.

Take your hiring process to the next level and find the best talent faster than ever before with:

- Dedicated Account Manager**
Our dedicated account managers are here to provide support at every step of the way, ensuring that all of your hiring needs are met.
- Tailored Talent Preselection**
We use a thorough process to pre-screen, verify, and ensure that talents have the right qualifications.
- Reduced Hiring Time**
By automating time-consuming recruiting tasks, our Sourcer model can save valuable time and shorten the hiring process by up to 4 weeks.

And more.. [See all plans](#)

[Upgrade my subscription](#)

Unsure about which plan would best suit your organization's needs?
[Book a Sales Call.](#)

We look forward to hearing from you soon.

Marc Trillou
Co-Founder & CEO
TieTalent

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INITIAL DESIGN



PROFESSIONAL PRODUCT 2

New Landing Page Design



Join our award-winning platform for tech recruitment

Access top vetted IT and Digital Marketing talents on our platform. Find the perfect fit, hire faster & more efficiently.

Great matches
Our system will analyse the ideal profile you are looking to hire and will automatically match you with a list of top-vetted tech talents.

Hire faster
Get instant matches. Start interviewing talents from day 1 and save 4 weeks off your typical hiring process.

Book a demo

First Name: Raya
Last Name: Gerdzhikova
Company name: TieTalent
Email: raya.gerdzhikova@tietalent.com
Country/Region: [Dropdown]
Submit

Innovate in your recruiting strategy like 1000+ companies

ublox swatch+ L'OREAL LG HILTI GEOSATIS

1 MONTH 3 MONTHS 12 MONTHS

<p>ESSENTIAL</p> <p>CHF 1'180 /MONTH</p> <p>The basics to get your team sourcing:</p> <ul style="list-style-type: none"> ✓ Unlimited access to TieTalent talent pool ✓ Powerful search ✓ Employer branding ✓ Direct chat with talents ✓ Collaborate with your team ✓ Sourcing training with our expert ✓ Dedicated account manager <p>SIGN UP</p>	<p>PROFESSIONAL</p> <p>CHF 1'290 /MONTH</p> <p>All Essential features, plus:</p> <ul style="list-style-type: none"> ✓ Advanced talent location search features ✓ Upfront talent salary expectations information ✓ Access to 50+ search criteria ✓ up to 200 matching talents / month ✓ Priority support <p>SIGN UP</p>	<p>PREMIUM</p> <p>Contact us</p> <p>All Professional features, plus:</p> <ul style="list-style-type: none"> ✓ Dedicated Talent Agent to support the full hiring process ✓ Tailored talent pre-selection ✓ Reference check ✓ Salary negotiation <p>SIGN UP</p>
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Revolutionize Your Hiring Process with Sourcer

Find candidates you won't discover anywhere else. Get access to a pre-screened pool of elite tech talent for exceptional matches and unlimited hires in record time.

Start a Free Trial or Schedule a Call

Unlock a World of Opportunities with 40,000+ Pre-screened IT and Marketing Talents on Sourcer

Say goodbye to the hassle of finding the right candidate and start hiring the best in the market today! Our model offers you access to top talents in the industry, ready for immediate hire, for positions such as IT Developer, Data Analyst, Digital Marketer and more!

Join the Hundreds of Satisfied Companies Who Have Already Found Their Ideal Talents with Us

Discover your company's full potential with TieTalent. Find the key to success with the help of our proven Talent Acquisition services.

smood.ch

"In times of war, TieTalent was able to present us a panel of relevant candidates taking into account all the planned aspects. The team's follow-up was a great help in the selection of our rare pearl. We will happily collaborate again."

Teo
Chief Technology & Data Innovation Officer at smood

swatch+ ublox TIE TALENT VERIM

- ✓ Free Trial
- ✓ Number of Talents
- ✓ Client Testimonials
- ✓ Service Benefits
- ✓ Onboarding Process
- ✓ Team Representation



RESULTS

New Landing Page Statistics



TimeStamp	Company logo	Company name	Account name	Event	Event contents
2023-05-26 12:41:34		Novatec Consulting GmbH	Schneid	Free Trial Signup	Novatec Consulting GmbH
2023-05-24 16:19:03		Novatec Consulting GmbH	Schmid	Free Trial Signup	Novatec Consulting GmbH
2023-05-24 06:10:29		Novatec Consulting GmbH	Fahrion	Free Trial Signup	Novatec Consulting GmbH
2023-05-19 09:47:06		digitalent ag	Vasilic	Free Trial Signup	digitalent ag
2023-05-16 18:11:26		Serikandi Engineers and Consultants India Pvt Ltd	Thottipattu	Free Trial Signup	Serikandi Engineers and Consultants India Pvt Ltd
2023-05-10 05:30:28		CDI SA	Monard	Free Trial Signup	CDI SA
2023-05-08 12:35:24		Bergfreunde GmbH	Lägeler	Free Trial Signup	Bergfreunde GmbH
2023-05-08 07:11:14		Deutsche Gesetzliche Unfallversicherung e.V.	Weber	Free Trial Signup	Deutsche Gesetzliche Unfallversicherung e.V.
2023-05-05 13:52:17		what.digital	Stafford	Free Trial Signup	what.digital
2023-05-05 13:36:53		what.digital	Stafford	Free Trial Signup	what.digital
2023-05-03 09:33:51		CHECK24 GmbH	Bräutigam	Free Trial Signup	CHECK24 GmbH
2023-05-02 12:47:37		Makro Factory GmbH & Co. KG	Hecht	Free Trial Signup	Makro Factory GmbH & Co. KG
2023-05-02 10:03:21		Landeshauptstadt München	Ehrlich	Free Trial Signup	Landeshauptstadt München
2023-04-26 14:16:09		Bubble-go	Jigourel	Free Trial Signup	Bubble-go
2023-04-25 06:07:36		BTC AG	Recknagel	Free Trial Signup	BTC AG
2023-04-21 08:12:15		ESG	B	Free Trial Signup	ESG
2023-04-20 09:40:35		TCA Thomann IT Security + Services AG	Thomann	Free Trial Signup	TCA Thomann IT Security + Services AG
2023-04-17 13:42:17		CANALII	Ali	Free Trial Signup	CANALII
2023-04-11 12:17:43		Hoffmann Group	Junge	Free Trial Signup	Hoffmann Group
2023-04-06 09:14:43		NetWyl Informatik GmbH	Kusak von Wyl	Free Trial Signup	NetWyl Informatik GmbH
2023-04-04 13:51:04		KMG Kliniken SE	Semella	Free Trial Signup	KMG Kliniken SE
2023-03-27 11:56:02		Consort-group	Gabriel	Free Trial Signup	Consort-group
2023-03-23 08:04:25		HAWE Hydraulik SE	Poell	Free Trial Signup	HAWE Hydraulik SE
2023-03-15 15:32:23		Altedis	VAN NUVEL	Free Trial Signup	Altedis
2023-03-14 14:24:15		RM Hotel	Tamirat	Free Trial Signup	RM Hotel
2023-03-14 07:59:24		RM GROUP	de Araoz	Free Trial Signup	RM GROUP
2023-03-09 08:40:30		Somentec Software GmbH	Natho	Free Trial Signup	Somentec Software GmbH
2023-03-08 10:25:12		Wunder Software GmbH	Heyer	Free Trial Signup	Wunder Software GmbH

Landing Page	Acquisition			Behavior
	Sessions ↓	% New Sessions	New Users	Bounce Rate
	3,159 % of Total: 2,99% (105,803)	69,86% Avg for View: 77,96% (-10,38%)	2,207 % of Total: 2,48% (82,480)	85,44% Avg for View: 82,20% (3,94%)
1. /en/sourcer	3,052 (96,61%)	70,18%	2,142 (97,05%)	86,24%
2. /en/sourcer/de	52 (1,65%)	75,00%	39 (1,77%)	57,69%
3. /en/sourcer/ch	33 (1,04%)	66,67%	22 (1,00%)	72,73%

25 Sourcer subscriptions sold

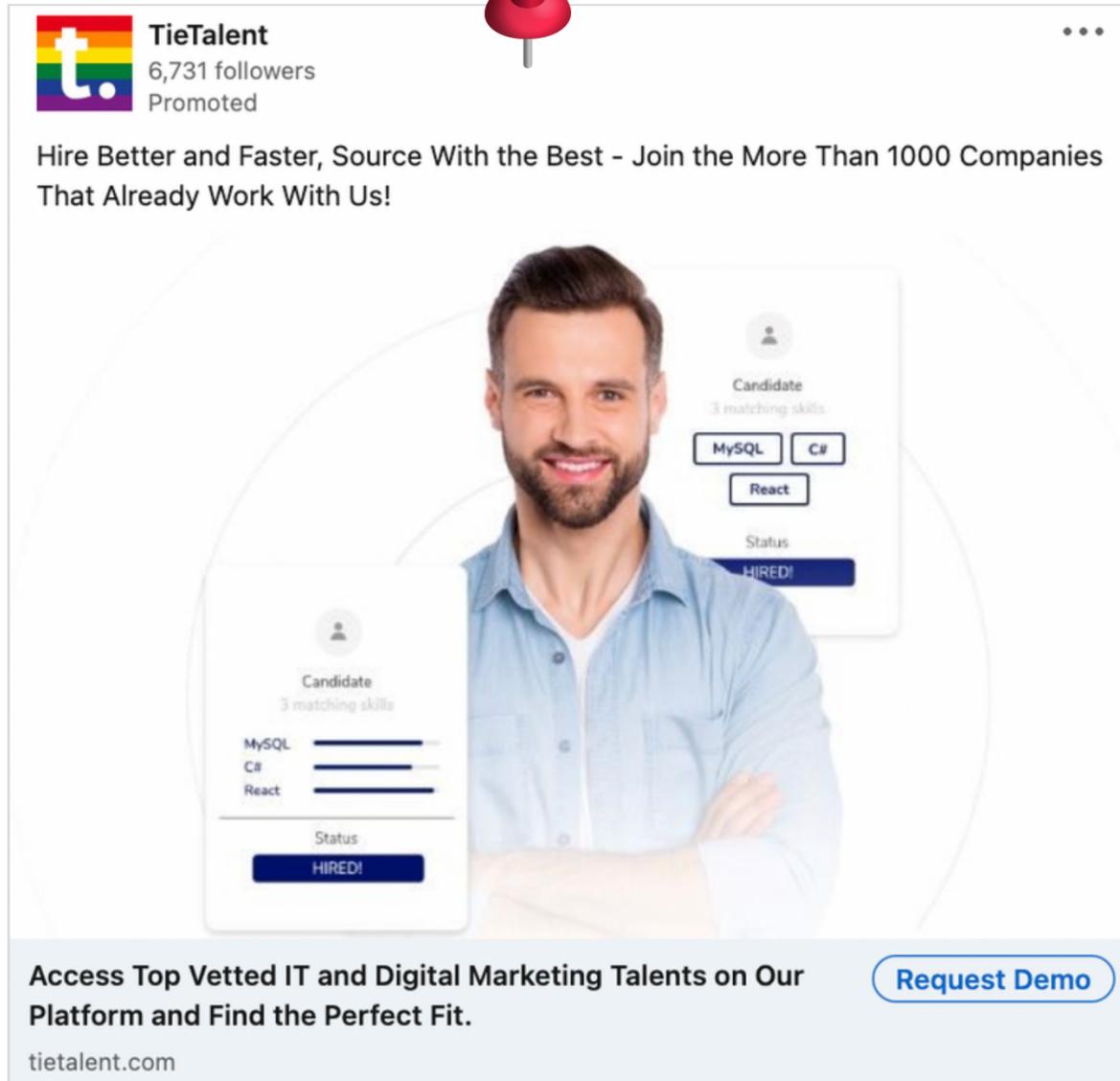
>3000 page views

>100 free trial signups



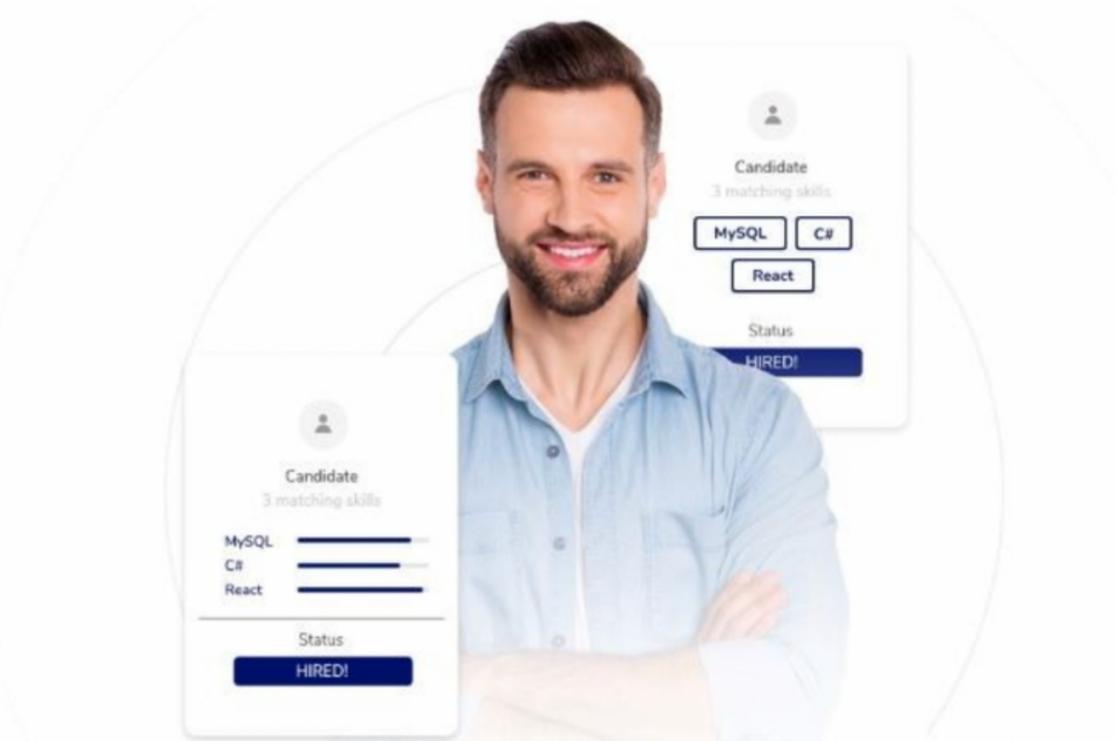
IMPLEMENTATION

New Landing Page: Paid Advertising



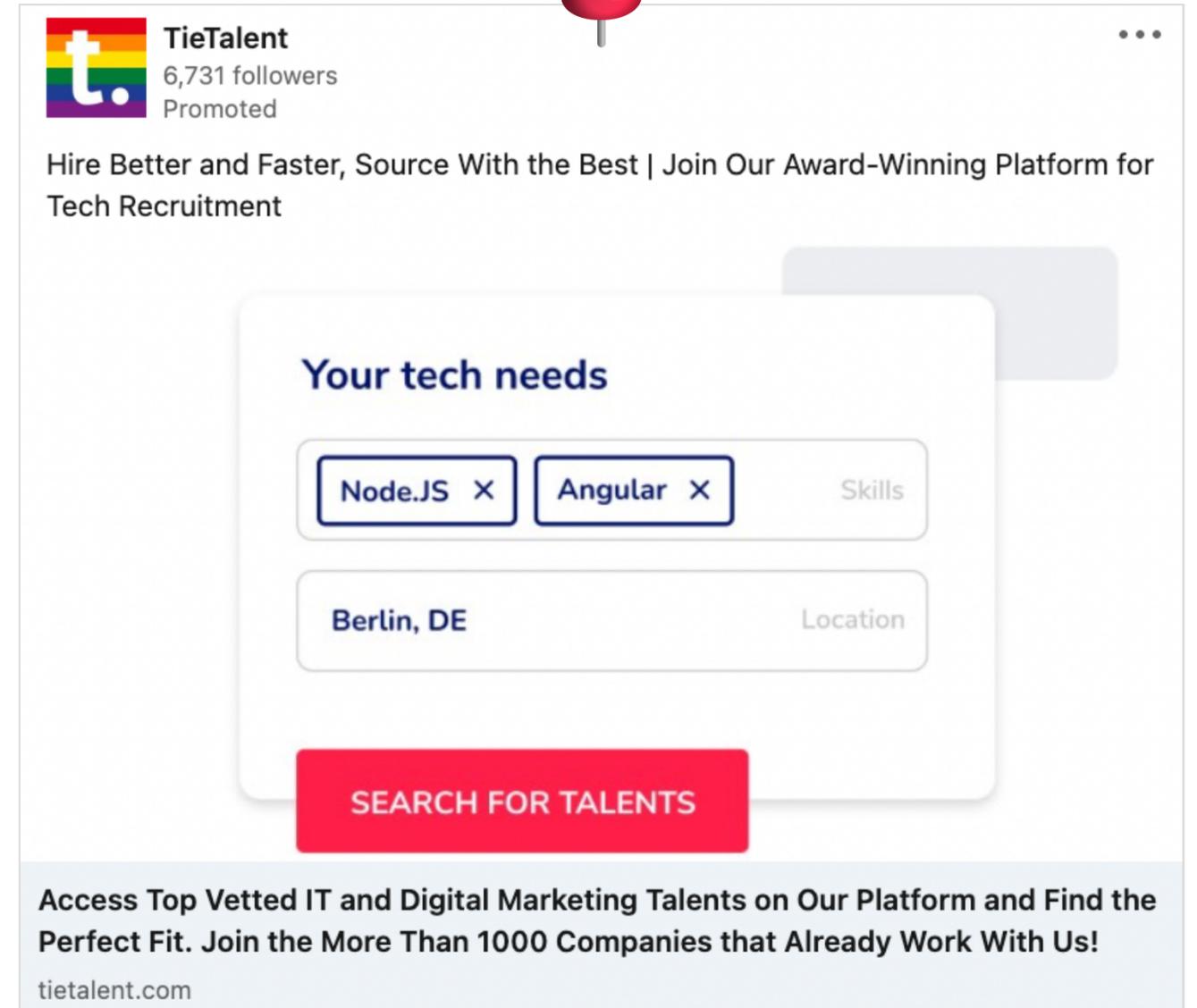
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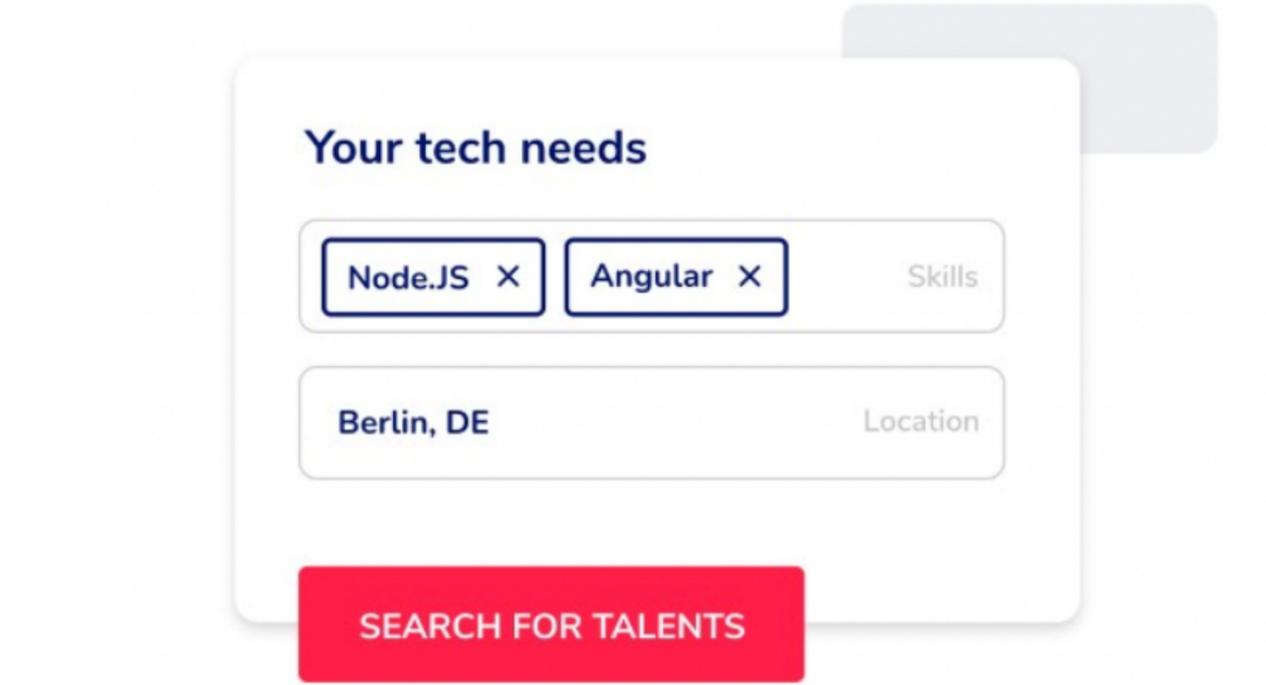
Access Top Vetted IT and Digital Marketing Talents on Our Platform and Find the Perfect Fit. [Request Demo](#)

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Hire Better and Faster, Source With the Best | Join Our Award-Winning Platform for Tech Recruitment



Access Top Vetted IT and Digital Marketing Talents on Our Platform and Find the Perfect Fit. Join the More Than 1000 Companies that Already Work With Us!

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PROFESSIONAL PRODUCT 3

Success Stories: Design

tie.talent. Candidates Companies About Us LOGIN

QoQa | tie.talent.

QoQa: Unmatched Devs & Deals

QoQa Stats

- Location: Bussigny-près-Lausanne, Switzerland
- Team: +200 employees
- Mission: Surprise its community of 950,000 people every day
- Industry: Shopping & Retail
- QoQa Rep: Jenifer
- TieTalent Client Executive: Sofia

Meet QoQa

If you live in Switzerland and you don't know who QoQa are, you may have a very boring life.

Seriously though, QoQa are an extremely well-known and successful Swiss company. Founded in 2005, their e-commerce platform is a goldmine where you can find just about anything you're looking for. All you have to do is download the app from your phone (iOS and Android 📱) and check if any deals are of interest to you.



Pascal Meyer, Founder of QoQa

But that's not why they have a community of over 950,000 members.

QoQa are king when it comes to **special offers**, such as:

- Selling a Porsche at half price
- Giving away newly released iPhones for a few francs



tie.talent. Talents Companies About us Resources LOGIN SIGNUP EN DE FR

Transforming the Swiss E-Commerce: QoQa's Unmatched Deals Fueled by TieTalent's Exceptional Developers



- Sofia Bedonni
Client Executive, TieTalent
- Lisa Pinaud
Senior Talent Agent, TieTalent
- Jenifer Tur
Talent Consultant, QoQa

Hires to date	Recruitment cycle time	Time saved per hire
3	12 days	37 days

Meet QoQa

Are you living in Switzerland and feeling like you're missing out on something? Well, let us tell you about QoQa – the Swiss company that's anything but boring.

Founded in 2005, QoQa has made a name for itself as a successful e-commerce platform that offers incredible deals on just about everything you could want.

And the best part? You can access it all through their app on your phone (available on [iOS](#) and [Android](#)).

- Bussigny-près-Lausanne, Switzerland
- +200 team members
- Shopping & Retail industry
- Mission: Surprise its community of 950,000 people daily.

What sets QoQa apart from others?

It's the way they do things.

From selling Porsches at half price to offering 5-star hotels for a fraction of the cost, QoQa knows how to make their limited-time offers irresistible.

With a community of over 950,000 members, QoQa has created an engaged user base who can't wait to share their amazing deals with friends.

So, what are you waiting for? [Join the QoQa community](#) and experience the excitement for yourself!



Pascal Meyer, founder of QoQa

The Goal

As QoQa experienced remarkable business success, their need to hire efficiently increased significantly. With their expanded range of offerings, the company required the right tech talents to join their team.

To fulfill this requirement, Jenifer Tur, the Talent Consultant at QoQa, was responsible for screening and identifying qualified candidates who meet her standards. Once shortlisted, these individuals are then referred to the Senior Leadership for further evaluation.

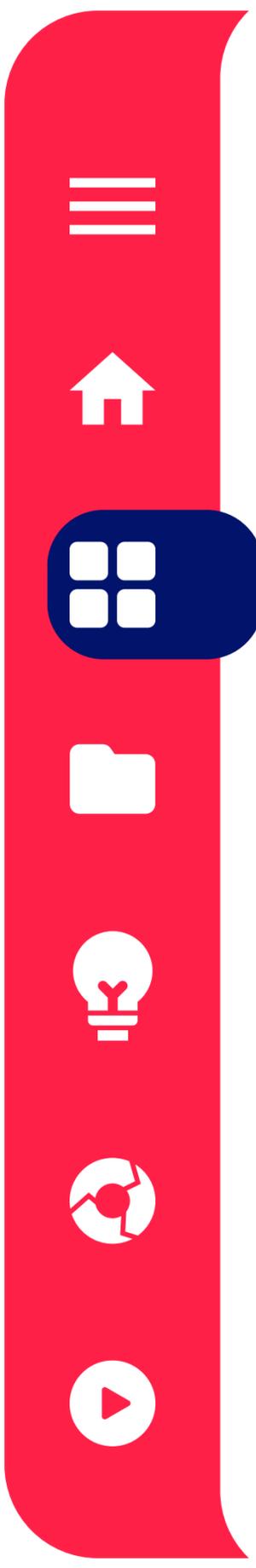
Jenifer's primary focus is on sourcing top-notch Swiss developers who possess the intrinsic motivation and relevant prior experience.

However, this is not an unusual requirement, as most organizations seek these qualifications in their tech team members.



Mr. QoQa, the Official Brand Mascot

- ✓ Hires to date
- ✓ Recruitment cycle
- ✓ Time saved / hire
- ✓ Company benefits
- ✓ Collaboration info
- ✓ TieTalent Design





CLIENT ACQUISITION CAMPAIGNS

RESULTS

New Success Stories

NEW

A Match Made in Hiring Heaven: Conteo's Success Story with TieTalent's Agile Hiring Approach

Conteo ist die digitale Erweiterung Ihrer Messe

Lynn Müller
Sales Team Lead, TieTalent

Florence Bauer
Talent Team Lead, TieTalent

Matthias Baldinger
CEO, Conteo

Hires to date	Recruitment cycle time	Time saved per hire
2	21 days	30 days

About Conteo

Conteo is a dynamic and innovative software development company based in Switzerland. The company prides itself on offering cutting-edge solutions to help businesses thrive in the digital age.

At Conteo, their mission is to empower organizations by delivering robust and scalable software products tailored to their unique needs. They specialize in building custom web and mobile applications, focusing on using modern technologies and frameworks to ensure efficient and reliable solutions.

With a team of highly skilled and experienced professionals, Conteo emphasizes collaboration and close communication with clients throughout the development process. They believe that understanding the clients' goals and requirements is crucial to delivering successful projects that drive business growth.

Zürich, Switzerland | 15 team members | Information technology industry | Mission: Creating online fairs

#BeyondMessen

What makes Conteo stand out?

Conteo is a remarkable platform with a multitude of special qualities that set it apart from other solutions. One of its key features is its user-friendly interface, which makes it incredibly easy for individuals and businesses to navigate and utilize its tools effectively.

Conteo's powerful analytics capabilities provide deep insights and data visualization, empowering users to make informed decisions based on real-time information.

Additionally, the company offers a wide range of customizable features and modules, allowing users to tailor the platform to their specific needs.

With its seamless integration with various systems and technologies, Conteo ensures smooth and efficient workflows, enhancing productivity and saving valuable time.

Matthias Baldinger, CEO of Conteo AG, at Brand Trust Talks Beyond

NEW

Finding Top Ruby Talents Made Easy: How TieTalent Helped GOLD AVENUE Grow and Innovate

TieTalent is proud to be GOLD AVENUE's main recruitment partner.

Sofia Bedonni
Client Executive, TieTalent

Jovana Rotula
Founder & COO, TieTalent

Vincent Mattart
CTO, GOLD AVENUE

Hires to date	Recruitment cycle time	Time saved per hire
7	18 days	31 days

About GOLD AVENUE

GOLD AVENUE is one of the leaders in Europe for savers and investors looking to buy, sell, and store gold and physical precious metals, launched in October 2018.

The company is the official online retailer of MKS PAMP GROUP, the world leader in the precious metal industry. With its headquarters in Geneva, GOLD AVENUE has established a reputation for providing unparalleled value to its customers and making saving in gold and precious metals accessible to everyone.

GOLD AVENUE is dedicated to helping investors easily navigate the precious metals market, making it an excellent choice for anyone looking to start their gold savings.

Geneva, Switzerland | 28 team members | Financial services industry | Mission: Savings made simple

What sets GOLD AVENUE apart?

Innovation is at the core of everything they do.

They offer a unique and comprehensive range of products, including investment-grade gold, silver, platinum, and palladium bullion bars and coins, as well as rare and collectible coins.

Thanks to their user-friendly and highly secure online platform, you can buy, store, manage, and resell precious metals in a few clicks. You can also automatize your savings with their Auto-Savings feature to easily reach your long-term savings goals.

GOLD AVENUE places a strong emphasis on transparency and reliability. From providing detailed information about their products to offering exceptional customer service with a team of experienced professionals available to assist customers with any inquiries.

Alessandro Soldati, Co-Founder of GOLD AVENUE



Marcel Kilbertus • 14:40

Hi Tolga,

I wanted to follow up on my previous message to see if you had a chance to consider our Sourcer service.

As a reminder, TieTalent's Sourcer service offers a streamlined way to find top IT candidates in Germany. We currently have over 40,000 pre-screened, qualified candidates on our platform, which can save you valuable time and resources during the recruitment process.

We're confident that our Sourcer service can help you find the right talent quickly and efficiently. Nevertheless, if you are still unsure, check out our success stories:

We're confident that our Sourcer service can help you find the right talent quickly and efficiently. Nevertheless, if you are still unsure, check out our success stories:

- <https://tietalent.com/en/success-stories/qoqa>
- <https://tietalent.com/en/success-stories/gold-avenue>

Thanks for your time, and I look forward to hearing from you soon.

Best,
Marcel





IMPLEMENTATION

Success Stories: Process

Comments:

Same as the landing page above, the success stories are a part of our inbound strategy in order to convince prospects to use our platform and ultimately to onboard them. No later than yesterday evening I was giving a pitch in front of a large audience and used the success story that Raya produced with a client as an example.

My Drive > Success Stories ▾

File type ▾ People ▾ Last modified ▾ [\(Send feedback to Google\)](#)

Files Last modified ↓

Conteo-SuccessStory

Template-SuccessStory

Email-Template

Switzerland Global Ent...

Gold Avenue-Success...



FEEDBACK

Recommendations: Recruitment Best Practices



Jovana Rotula 🤝 5:43 PM

well done [@Raya Gerdzhikova](#) 🙌



Xavi Lasierra 4:26 PM

It looks great [@Raya Gerdzhikova](#) thanks a lott!!!! 🙏



Sofia Bedonni 🐦 6:07 PM

Heyy just read quickly a bit you paper, biiig congraaaats, it looks so professional I am impressed !!! And at the saem time a concrete topic where you really worked and help a real company finding product to market, hug congrats Raayiiiitaaa !!!!! 🙌🙌

🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌



Morio Nakatsuka 4:19 PM

Wooooow [@Raya Gerdzhikova](#), Raya la machina!



**THANK YOU FOR
YOUR ATTENTION!**

