



CONEXUS



High volume tech talent recruitment across EMEA



Case Study

**Delivering high
volume niche & skill
based candidates
across existing
international tech
hubs & multi-
regional greenfield
projects**

Glovo!



The Client

Glovo delivers any product within your city at any time of day, with food at the core of its business. They currently deliver over 100M+ annual orders and operate in 22 countries and 750+ cities.

Glovo are now the fastest-growing delivery company in Europe, Western Asia, and Africa.

Head-quartered in Barcelona, and operating since 2015, the Glovo mobile app operates as a personal shopper. While food is the focus of their offering, shoppers can use the app to buy products from any number of shops.

Glovo's vision is to give everyone easy access to anything in their city, whilst also focusing on having a sustainable impact on the economy, society, and environment.

Conexus have been working with Glovo since 2020.

What we have achieved together



Throughout the partnership, Conexus and Glovo have achieved standout results, and after years of working together, Conexus are still embedded within the Glovo business and help to inform on all of their recruitment strategies across digital transformation roles.

Here are some of our key results.



Hiring targets achieved

Glovo had ambitious growth goals and since the start of the partnership in 2020, Conexus continue to hit hiring targets across Glovo's scaling teams for Data & Analytics and Software Engineering.



New international regions

Glovo branched out from Barcelona to Madrid, Poland and Eastern Europe.



New specialist teams opened up

Due to our initial success, Conexus are now hiring across different sectors from data roles to software engineers



International greenfield tech hubs established

Conexus have delivered on greenfield projects. We have built a tech hub from scratch for Glovo, all with local talent, and are currently building a Payment & Fraud team in Madrid



Growth of dedicated Conexus account team

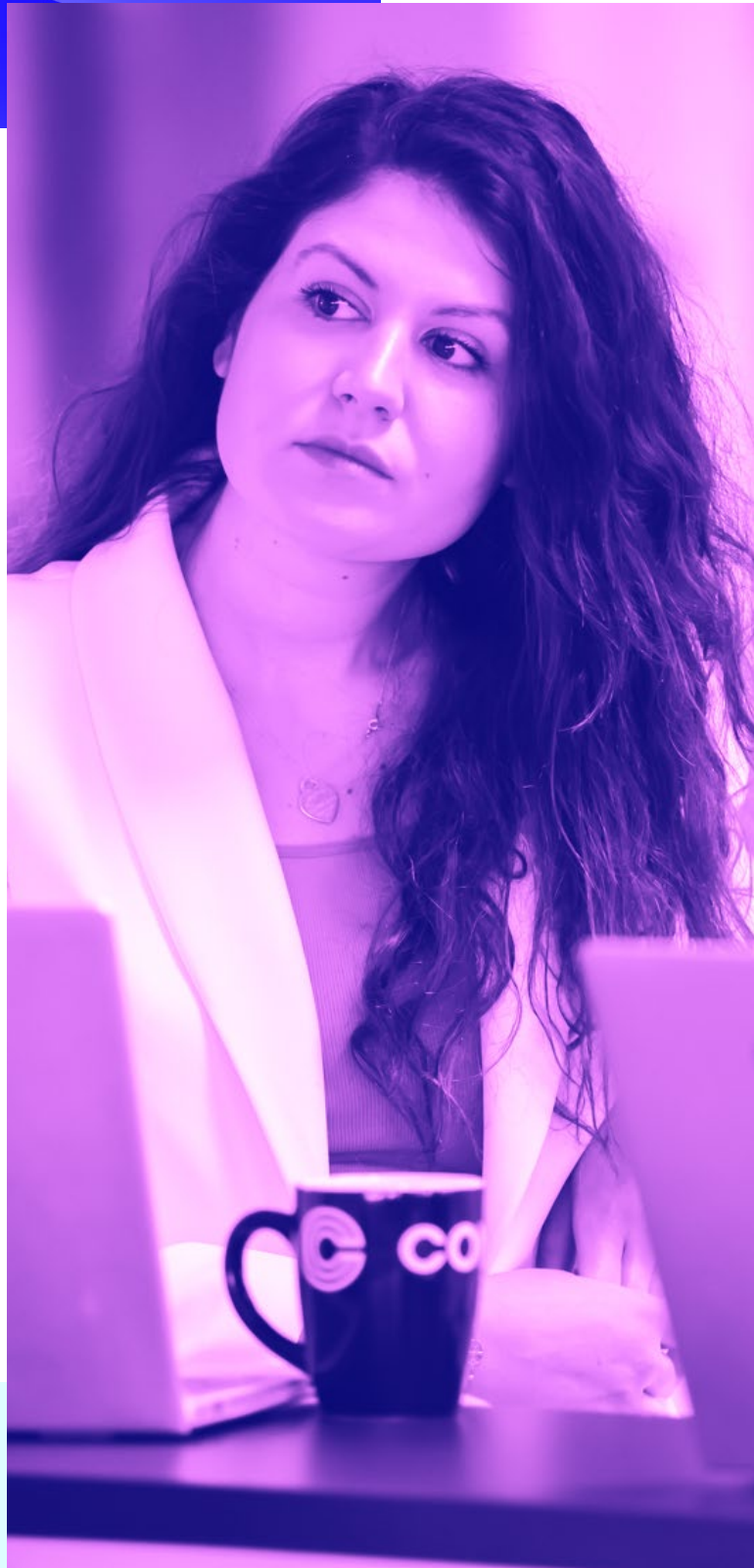
Internally, the account has grown from 1 dedicated recruiter to a team of three recruitment account managers over 3 months. Not only are we creating jobs for Glovo, but we are also hiring locally for our HQ in Cardiff due to an ever increasing demand on the Glovo account.

Challenges

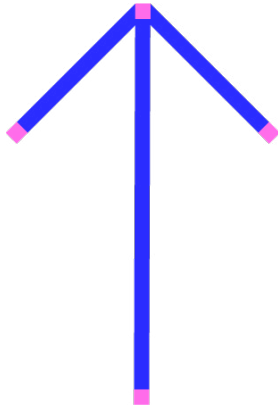
Glovo are experiencing increasing demand due to their expansion across 22 countries in multiple territories and are rapidly scaling up their technology teams.

Conexus were selected as a recruitment supplier in 2020, initially this began as their provider for the data and analytics teams, with the requirement to fulfil over 100 vacancies including Data Scientists, Data Analysts and Software Engineers (Backend, Frontend, iOS & Android).

This has swiftly grown to also include recruitment services for their software engineer teams across multiple regions with tech hubs now in Barcelona, Madrid, Poland, and Warsaw.



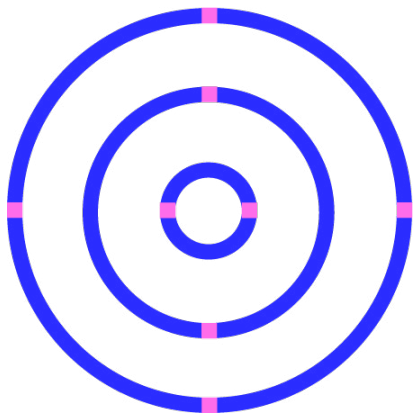
With Glovo being a tech start-up business that is rapidly growing globally (something Conexus can relate to), we needed to find candidates that want to work within a start-up environment, that similarly want to work for a business that is now operating on a large global scale. The best of both worlds but a very specific recruitment project that holds its own challenges.



Scaling at speed

As investors continue to show a heightened interest in Glovo, the need to grow both their Data and Software Engineering teams at speed intensified.

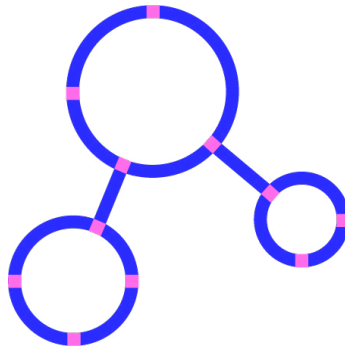
Conexus were brought in at the start of 2021 to focus initially on 45 Data positions which has now broadened its focus to include Software Engineer positions, with the goal of hiring 300+ employees over the upcoming 12 months.



Streamlining the recruitment

Glovo have an excellent internal recruitment team, but with so many vacancies opening at pace, they needed a recruitment agency that could not only find them candidates, but also streamline the multi-stage process of recruiting highly technical and niche skill-based candidates.

While the process needed to be streamlined, the quality of candidates needed to remain high and consistent.



Global Expansion

As mentioned, Glovo are expanding rapidly across different regions. With each region comes a different market of candidates and its own set of challenges. Finding perfect candidates in Barcelona is different to finding similar talent in Eastern Europe, and vice versa.

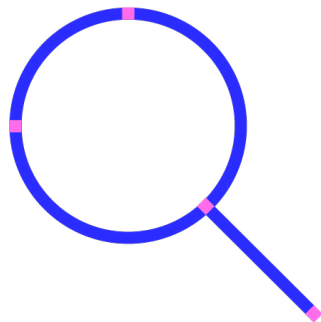
With certain markets focused more on service-based industries rather than products, Conexus needed to identify the right talent across different regions. Conexus are also providing recruitment for Glovo's Payment and Fraud team in Madrid, which again welcomes another calibre of candidates and skill-sets.

Being a part of Glovo's expansion has meant we are involved in orchestrating a number of greenfield projects and have been helping Glovo build international hubs from scratch.



Your global talent
team for digital
transformation





Competition for candidates

Another challenge faced is ensuring candidates are kept warm during the recruitment process. With the need for highly skilled data analysts, scientists and software engineers, Conexus still need to take the time to make sure the quality of candidates remain brilliant and tick all of Glovo's requirements.

With their HQ based in Barcelona's tech hub, the competition for candidates with other technology companies and start-ups is fierce. We must ensure candidates stay loyal to the recruitment process for Glovo.

Similarly, as other opportunities have now opened for the recruitment partnership due to Glovo opening regional offices across Eastern Europe, and more tech companies are opening offices in those regions, we have to keep candidates focused on Glovo.

How we tackled it

KPI driven approach

Conexus and Glovo have worked together to develop a data driven KPI approach to recruitment to ensure we're delivering at the same speed that Glovo are expanding.

Glovo originally had their own KPIs of 15 candidates at interview per week.

Conexus work towards having 10 candidates at 2nd stage interview for each role.

We then have a funnel ratio approach to the recruitment, with a goal of having 4 candidates at final interview for every initial 10 phone interviews made.

These ratios, structured specifically for the Glovo recruitment project, make sure we can monitor and track our recruitment process and that we're delivering exactly what Glovo need for their business goals. We work together as data driven recruitment partners.



Indepth screening process

With a list of specific skills required for each role and team, from data through to payment and fraud and software engineers, we have developed an in-depth screening process.

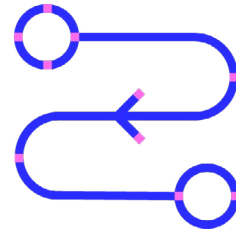
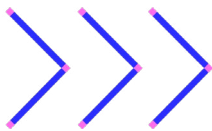
We have worked with engineers working in the roles we are recruiting for to craft a range of technical questionnaires that potential candidates are screened with. That way we can ensure we are sending the most qualified and knowledgeable candidates through to Glovo and no time is wasted on either end.

A headhunting approach via best-in-class recruitment software

Our consultants all have full access to LinkedIn Recruiter, which feeds directly into our internal CRM software, Bullhorn. As we are recruiting for Glovo internationally across different tech hubs, we have adopted a stringent headhunting recruitment process.

We use LinkedIn Recruiter to fulfil this, identifying local talent across regions, and using LinkedIn Talent Insights to develop specific market mapping reports that identifies, job titles, skill-sets, retention rates of competitor tech companies, and the best businesses to approach talent from.

As well as this, we also utilise specific job-boards for each local area including jobserve, LinkedIn jobs and our own international website. This has all worked specifically well for the greenfield projects we have worked on for Glovo which has seen Conexus build office hubs from scratch for Glovo in Eastern Europe, Poland and Madrid all with local talent.



Full integration into Glovo's internal processes via the recruitment partnership

We have made sure Conexus and Glovo are working in synergy and that we are working together as hiring partners, rather than just a third-party recruitment agency supplying CVs.

Conexus are fully integrated into Glovo's internal hiring team, and we are part of their weekly recruitment meetings. With full visibility on Glovo's internal processes via constant communication with their teams, Conexus are able to advise on next steps, highlight talent we feel might have been over-looked, and influence decisions on the recruitment strategy for Glovo. It also means full candidate feedback is collated on both sides of the partnership and our candidates are getting the full picture and important feedback on their interviews.



Glovo on working with Conexus:

"The partnership we formed with Conexus has been truly outstanding, and I want to highlight some key areas:

Communication and Responsiveness: Conexus has consistently demonstrated excellent communication skills, promptly responding to our inquiries, providing regular updates on candidate progress, and ensuring that all our questions and concerns are addressed in a timely manner. Their proactive and responsive approach has made the recruitment process smooth and efficient.

Feeling Part of the Team: From the very beginning, Conexus has made a concerted effort to understand our company's culture, values, and specific hiring needs. They have taken the time to familiarize themselves with our team dynamics, allowing them to effectively identify candidates who would seamlessly integrate into our organization. Their commitment to understanding our unique requirements has made us feel like they are an extension of our team.

Local Candidate Expertise: Conexus has demonstrated an exceptional ability to tap into the local talent pool in Spain. They have consistently presented us with high-caliber candidates who possess the skills, experience, and cultural fit we were seeking. Their expertise in the local market has been invaluable in helping us raise the bar and attract top talent.

Friendly and Approachable: Working with Conexus has been a pleasure due to their friendly and approachable nature. They have created a comfortable and open environment, making it easy for us to discuss our hiring needs, provide feedback, and collaborate effectively. Their positive and professional demeanor has fostered a strong working relationship and made the recruitment process enjoyable.

Overall, the collaboration with Conexus has exceeded our expectations. Their strong communication, responsiveness, integration as part of our team, ability to source exceptional local candidates, and friendly approach have made them an invaluable partner in our hiring efforts. We look forward to continuing this successful collaboration and achieving further recruitment success together."

Head of Talent Acquisition, Glovo



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