

Electric.ai Case Study

Electric

Electric is the world's first all-in-one IT support solution for small and mid-size offices. Through a chat interface, personalized service and flat-rate pricing they keep email, computers, Wi-Fi and software running smoothly at a fraction of the cost and headaches normally experienced with traditional managed service providers.

The Need

Electric needed to make volume hires for the sales team in order to support the companies series A funding round.

The Challenge

Busy Sales Manager needs support:

- No in house recruiting or time to dedicate to sourcing and interviewing candidates
- Need quantity, but culture fit and quality are primary hiring goals
- Team needs to scale and ramp while hitting quarterly quotas

The Solution

Volume Hiring with Betts:

- Developed a trusted partnership with candidates delivered from Betts
- Saved time and made quicker decisions with high-touch communications throughout the process
- Found culture fit due to hands on pre-screening process that looks for soft skills as well as technical skills

The Success

With Betts, Electric hired **20+** new members across the **Account Executive, Account Management, and Sales Development** teams.

20+ New Hires



Meeting our revenue goal was only possible if we hit our hiring targets for Q1. I can say that without Betts we would not have hit our hiring plan and therefore would not have hit our Q1

Q1 of 2018 we quadrupled the size of a sales team in a single quarter and hit all of our sales targets without an in house recruiting team.



Ryan Denehy
Founder & CEO

 **Electric**

