

Case Study

UPAKNEE

TRANSFORMATIVE GROWTH THROUGH REMOTE TALENT ACQUISITION

One of the greatest challenges in the competitive technology landscape is assembling a skilled team to bring innovative products to market.

This case study explores how Upaknee, a Canadian technology provider, successfully navigated these challenges by hiring a remote developer through DistantJob, leading to significant business growth.



THE CHALLENGE

Upaknee specializes in providing email, mobile, and social media messaging solutions to empower organizations with effective online communication tools. However, as a startup in a fast-paced industry, it struggled to find qualified talent within its budget constraints.

Stuart Dow, the Managing Director of Upaknee, reflected on their initial recruitment efforts:



We had interviewed a few candidates on our own and spoke to recruiters that were either too expensive or didn't provide candidates that were up to par.

With these challenges, Upaknee needed a strategic solution to attract high-quality talent without compromising budget or quality.

THE TURNING POINT

The breakthrough came when Stuart Dow met Sharon Koifman, CEO of DistantJob, at an industry event. This interaction opened Upaknee's eyes to the potential of sourcing remote talent.

After sharing their job description with DistantJob's specialized IT recruiters, Upaknee received their first candidate's resume within days—a developer located in Bulgaria. After two thorough interviews, it became evident that this candidate possessed exceptional skills and would be a valuable addition to the team.

Stuart Dow noted:



DistantJob provided a candidate whose skills were exceptionally high, higher than most developers we had interviewed locally.

THE IMPACT

The integration of this remote developer into Upaknee's team proved transformative. Rather than viewing this role as a short-term solution, the new hire brought enthusiasm and innovative ideas, quickly positioning him as an essential team member.

Here's a compressed timeline of how things went:



Expertise and Innovation: The developer's skills filled critical gaps in Upaknee's capabilities and informed product development strategies.



Team Integration: Upaknee fostered a supportive environment, encouraging collaboration and shared experiences, including virtual lunches to strengthen team bonds.



Career Advancement: Recognizing his contributions, Upaknee promoted him to Senior PHP Developer and Manager, reflecting the value he added to the organization.

Today, Upaknee stands as a leading provider of email and communications technology. The initial hire from DistantJob has become a pivotal part of their growth journey, demonstrating the long-term benefits of strategic remote hiring.

A MODEL FOR REMOTE HIRING SUCCESS

Upaknee's experience illustrates the potential of remote recruitment in overcoming talent shortages. By partnering with DistantJob and expanding their search beyond local candidates, they secured a qualified full-time employee who not only met their immediate needs but also aligned with their company culture and vision.

If your team or company is finding your current talent pool lacking in talent, attitude, or value, consider remote hiring as a viable strategy for sustainable growth. By embracing remote talent, companies can access a wider pool of expertise while making considerable savings in HR and salaries.

For organizations looking to replicate Upaknee's success, aligning with a boutique agency like DistantJob can provide tailored recruitment services focused on cultural fit and long-term impact.

Explore how your company can benefit from remote talent acquisition by reaching out to DistantJob.

