



How Direct Hire Service Solves Critical Business Issues

Case Study

Missed Deadlines

Executive management had a wish list of new features and software that was critical for the mission of the business – **And things were not getting done.**

Poorly Matched Candidates

The SW Development Manager was forced to work in the weeds doing hands-on software development. **The situation resulted in missed objectives and increasing risk of burnout.**

Valuable Company Time Was Wasted

Critical time was wasted on interviewing too many unqualified candidates.

Our Client's Business Problem

A specialty insurance software platform company engaged ProFocus to place software engineers that had senior level technical skills as well as culture match and soft skills.

Our client has about 275 employees. They provide saas software and services that help their Customers increase sales of specialized insurance.

They have a great place to work and an excellent glassdoor rating of 4.4. However, without a high-profile brand name, they were challenged in attracting top notch talent.

The company needed to hire 2 highly skilled software engineers with specific technologies...and they needed the right soft skills and culture match.

They wanted people focused on team success, not individual success. They wanted them to be open to code reviews, to have a mentor mentality, to be open to learning from peers.

They needed them to be positive and friendly and good at conflict resolution. They wanted longevity in previous positions rather than a background of short jobs.

The ProFocus Approach & Solution

Highly Vetted Candidates

ProFocus interviewed candidates in person, carefully evaluating them on the job requirements, client culture, and logistical factors such as work location, pay rates, etc. Only candidates who passed the rigorous interview and were deemed to be an excellent candidate were introduced to the client.

“I feel like you guys are part of our team. I’m in shock how long this has been open and how quickly you guys filled it and how well you understood the soft skills and culture needed on top of the technical skills.”

— Recruiting Manager at Insurance Software



Client First

ProFocus met on-site with the client and learned the details of the situation and what was needed in terms of technical skills, soft-skills, and culture match.



Job Analysts Guide

ProFocus developed a job analysis that guided the search and selection of candidates.



Wide Network

ProFocus team members reached out to their network of software developers and other leaders and managers in the community to get referrals of candidates.

Case Study Results



ProFocus filled the two positions – one a Senior Software Engineer and the other at Mid-Level.



Both software engineers have fit in well and are accomplishing the goals set out for them.



ProFocus is now working on two additional roles for the client – in Data Science and DevOps.

