About Fiverr

Fiverr® is shaping the future of work, every day, by shifting the freelance economy online. Founded in 2010, with offices in New York City, Chicago, Miami, San Francisco and Tel Aviv, Fiverr is the world’s most transacted marketplace for digital services. Our horizontal marketplace provides nearly any digital service in just one click, without haggling over the service deliverables or the price. Buyers can choose from the world’s largest catalog of pre-packaged services ranging from graphic design to music/video editing to marketing and copywriting. Fiverr sellers looking to make extra cash have delivered millions of high-quality Gigs® from 150+ categories of services, and across 196 countries. www.fiverr.com

Challenges

Before using Zao, Fiverr was managing their referral program manually by receiving referrals via email. There was no dedicated employee referral portal with referrals and rewards for employees to visit and they weren’t able to offer monetary rewards to non-employees. Fiverr was looking to increase referrals by tracking social job sharing and adding gamification by offering points for sharing jobs and referring friends.

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CASE STUDY

“15% of our total hires over a 6 month period came from Zao”
Solution

Fiverr decided to implement Zao’s social employee referral program in order to boost referrals and offer prizes to employees for good effort as well as referral hires. All employee job shares, referrals and candidate statuses are tracked in Zao making the referral scheme easy for the HR team to manage.

Zao keeps Fiverr employees engaged in referrals by awarding points which are shown on a leaderboard. Employees receive points and credit for all actions they take and they are notified when their referrals are marked as qualified, interviewed or hired, keeping them updated at all times.

Using Zao’s leaderboard points, Fiverr gives out gifts to the top employees on a quarterly and yearly basis. They promote their referral contests online using Zao as well as printing out referral contest details and sharing these around the office.

Results

Since implementing Zao, Fiverr has increased the number of employee referrals hires, as well as non-employee referral hires. Zao has allowed Fiverr to engage non-employees in their referral program by enabling them to offer referral rewards outside of the company.

Zao has allowed Fiverr to engage non-employees in referrals

In addition to boosting referral hires, Zao has given Fiverr positive brand exposure on social media, most notably via an increase in job postings on Facebook. Employees are happy with Zao because the system is gamified and they receive points for all referral actions. For over three years Fiverr has achieved high levels of employee engagement and referrals by using Zao.

About Zao

Zao (www.zao.com) is an employee social referral platform, making referrals and social media hiring easy, automated and fun. Zao increases employee engagement in referrals, by making participation fun using gamification, which rewards employees for good effort and not just referral hires.

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