



“We got a lot of good candidates with Zao. It was fantastic and all within a matter of hours!”

-Amir Farhi
Co-founder and CEO of Netotiate



Zao is an employee referral management platform, that allows you to extend your referral rewards. Zao is revolutionizing social recruiting by enabling companies to offer referral rewards to their trusted professional and personal networks for referral hires, in addition to their employees.

www.ZAO.com

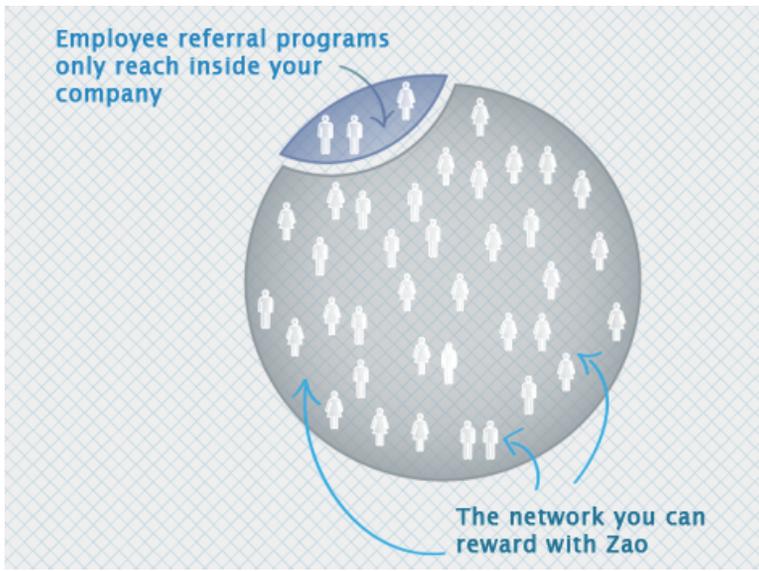
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About Netotiate

Netotiate (negotiate over the net) is an online shopping platform where you can compare prices and name the price you are prepared to pay, for just about anything. It allows price-conscious consumers to make anonymous offers to participating retailers for merchandise, who can accept, counter, or decline the offer within 48 hours. You essentially negotiate (netotiate) a price, but without all the awkwardness of haggling!

The Challenge

Before hiring with Zao, Netotiate spent their time posting open positions on job boards. They found the candidates they received through job boards were unqualified and often entirely irrelevant. As a tech startup company, Netotiate was looking to hire a salesperson they could trust.



“Zao brings you a big pool of really qualified candidates”

-Amir Farhi
Co-founder and CEO of Netotiate

The Solution

Zao helped optimize Netotiate’s hiring process by allowing them to tap into referrals through social networks. Zao’s specific tools enabled Netotiate to offer referral rewards to 2nd and 3rd degree contacts, vastly expanding their existing social network.

Zao allows you to automatically search through the people you know on LinkedIn and Facebook to identify top candidates. Through these searches, Netotiate was able to find quality matches that matched their job description. Even if these matches weren’t looking for a job, they were able to recommend friends who were. This led Netotiate to their next hire.

Results

Not only was Netotiate able to expand their network, but they were also able to significantly reduce their time to hire. The candidate that was hired for the position had been recommended in a matter of hours.

Before Zao, Netotiate had no system in place to manage employee referrals. After implementing Zao, netotiate saw an increase in referrals, high quality candidates and employee engagement. Netotiate was able to tap into trusted 2nd degree contacts to find their next employee.