



“Using Zao we were able to hire a referred candidate 4 times more efficiently and effectively than regular hiring channels!”

-Shirley Yadid
HR Manager, Nextage



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 Nextage

Nextage delivers individually tailored, top of the line financial services to venture capital firms, high-tech and start-up companies. Their mission is to utilize their expertise to deliver accurate, complete, and timely projects while maintaining superb quality, and providing clients with an advantage within the industry. Nextage has a proven hands-on practice and network to support the needs and requirements of international clients.

The Challenge

Before hiring with Zao, Nextage received hundreds of resumes that did not meet their job requirements. They found that sorting through these applicants was extremely time consuming and inefficient. As a trusted accounting firm, Nextage needed to hire a number of qualified and motivated accountants.

The Solution

Zao helped optimize Nextage's hiring system by changing their candidate pool from high quantity to high quality. The candidates that came in through Zao were a great fit for the position, and out of the 4 candidates that were initially referred and applied, one was hired.

The hired candidate was referred through Zao by an employee at Nextage. The employee was able to recommend this candidate by searching their social networks for matches for the position.

Zao allows Nextage's employees to automatically search through their contacts on LinkedIn and Facebook to find matches and identify top candidates. Once found, these potential candidates can be recommended with one click.

Results

Not only was Nextage able to increase the quality of their applicants, but they were also able to significantly reduce their time to hire. From the first day of posting their jobs on Zao, Nextage began to receive high quality referrals.

On day 1, Nextage posted their open jobs on Zao and received recommended candidates. On day 12, Nextage hired a candidate that was referred to them by an employee on day 1. This was 4 times more efficient than regular hiring channels, which average at 4 to 6 weeks from job posting to day of hire.

Before Zao, Nextage was spending too much time reviewing hundreds of resumes that weren't relevant for their open positions. After implementing Zao, Nextage saw an increase in referrals, high quality candidates and employee engagement. It was quick to get employees on board, and soon after launching, Nextage was able to hire someone great for the job!