

Talented ✕ ▲ ATlassian

A Talented Case Study: Atlassian

Headquartered in Australia, Atlassian produces tech that helps software development teams work together more efficiently and effectively.

The company provides project planning and management software, collaboration tools, and IT help desk solutions such as Confluence, Trello and Jira to thousands of teams worldwide.

Founded in 2002, Atlassian has grown into a 7,000-person company with employees working across 13 countries. It became Australia's first unicorn in 2015 after a valuation of \$4.4 billion. Atlassian is now worth \$100 billion after the demand for its software soared post-pandemic.



Enterprise



Global



atlassian.com

Talented

The Challenge

Before partnering with Talented, Atlassian had plans to scale extremely fast, however, their full-cycle recruiters were hitting capacity and, in the highly competitive market for recruitment in 2021 and 2022, they were struggling to onboard extra support fast enough.

As they scaled, they were also looking to restructure their team to support the increased number of interviews and inbound applications, which saw a sudden spike.

- ✘ **Balancing hiring extremely fast with hiring top talent**
- ✘ **Full-cycle recruitment team hitting capacity**
- ✘ **Faced challenges ramping up full-cycle recruiters**

The Solution

In February 2021, Talented placed five Talent Partners in-house with Atlassian to help build their full-cycle team's top-of-the-funnel pipelines.

As the partnership kicked off, Atlassian received regular reports from Talented on how the hiring mission was progressing so that the team could address any problems and realign efforts if needed.

During the initial six months of the partnership, the talent experts quickly ramped up hiring and hit 100% of the target, with our average time to first hire being 4-5 weeks.

Seeing quick success, over the course of the next year, Atlassian expanded the partnership with Talented to a team of 5 of 73 Talented across Sourcing, Full Cycle Recruitment, Recruitment Coordination, Talent Operations, and an Inbound Resume Team.



Talentful

The Results

In 2022, our sourcing and recruitment teams were responsible for making 448 hires across Tech, Product, Design, G&A, and GTM. The team did an incredible job converting offers to hires with an 85% conversion rate. Due to the increased number of global headcount, our Recruitment Coordination team moved from supporting solely Atlassian North America to also supporting EMEA and APAC. In 2022 they scheduled 13,400 interviews and, through implementing new best practices, were able to reduce Atlassian's rescheduling rate by 71%.

As Atlassian continued to scale, the number of inbound applications increased dramatically. Talentful was able to support by bringing in an inbound applications team to not only review resumes, but to ensure applicants had a great experience with the Atlassian brand. In 2022 they saved their recruitment team 56 days by reviewing and actioning over 31,000 applications.

Unlike agencies and some RPO providers, Talentful's experts also delivered useful performance statistics, ROI metrics, and market maps during Atlassian's QBRs to showcase quarterly results to the leadership team.

With 73 Talentfolk across eight teams, Talentful continues to have great relationships with our stakeholders, with a net promoter score of 9.5. We've consistently demonstrated high-performance quarter over quarter and have a deep knowledge and representation of the Atlassian brand and values.



448

448 hires across Tech, Product, Design, G&A & GTM



9.5

Net promoter score



13,400

Interviews were scheduled in 2022



Partnering with Talentful has been a game changer in our ability to scale our hiring by over 200% this past year. They not only have an appreciation for the craft of talent acquisition - the fact that things like representation, quality, and efficiency matter - but they know how to truly partner. They have been the strongest external partnership I have had the pleasure of experiencing in my career.

Jessica Cummings,
Head of Talent Acquisition,
▲ ATlassian