GrowMore

➜▶ Business Case Study

Full Stack Solutions Propel VoiceScript Forward

VoiceScript

Advertising & Print Production | voicescript.ai
The United States

▶ Industries

Support Litigation, LegalTech

▶ Services Used

Staff Augmentation | Recruitment

▶ Core Technologies

TestGorilla   breezy   ZOHO

Funnelytics™

▶ The Brief

VoiceScript is a leading legal tech and court reporting software solutions provider. VoiceScript offers innovative legal technology solutions that improve and accelerate the process of capturing and producing transcripts for court reporters and legal professionals. Their patented software systems, AutoScript and Reporter Studio Pro are cutting-edge court reporting platforms that have legitimized VoiceScript as a leader in the court reporting technology industry.

▶ The Challenge

Their explosive growth created an obstacle: VoiceScript needed to increase its software development team by 50%. This obstacle presented tricky for VoiceScript. As a court reporting tech provider, VoiceScript had to ensure their new hires possessed specific experience with automated speech-recognition development software. Recruitment and staff augmentation of this nature required a recruitment agency with specialized experience in identifying talented software developers. Meanwhile, VoiceScript also hoped to engage in email campaigns and other social media strategies to increase the scope of VoiceScript's visibility.

▶ The Solution

GrowMore has a proven track record of successfully augmenting teams. We initiated a multi-regional advertising campaign, including Google, Facebook, and Linkedin ads, as well as extensive talent search on all relevant professional platforms, including GitHub

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and StackOverflow. Additionally, we placed 4 strategic ads in LinkedIn groups which asked interested parties to solve a coding challenge which, if successful, provided them with a link to the job ad where they could leave their contact details. Our Recruitment experts used top screening solutions to interview 18 relevant profiles across Poland, Georgia, Ukraine, Belarus, and Armenia, ultimately hiring the leading 7 candidates. Alongside this recruitment endeavor, our marketing experts developed email marketing campaigns and handled VoiceScript's social media presence to maximize VoiceScript's visibility.

▶ The Impact

GrowMore ensured a quick and effective talent search to help VoiceScript increase it's software development team by 50%. VoiceScript was able to onboard the necessary employees who could continue to develop VoiceScript's software. In fact, VoiceScript's newly-recruited team helped the company deploy its core platform 3.5 months ahead of schedule, saving VoiceScript time and money. GrowMore's full stack solutions in technology, marketing, and recruitment propelled VoiceScript into a new phase of growth and solidified VoiceScript as a thought leader in support litigation.

2.5 weeks   weeks Time-to-hire

83.3%   Qualified Candidate Ratio

152%   Increase In Web Traffic

63   NPS Score