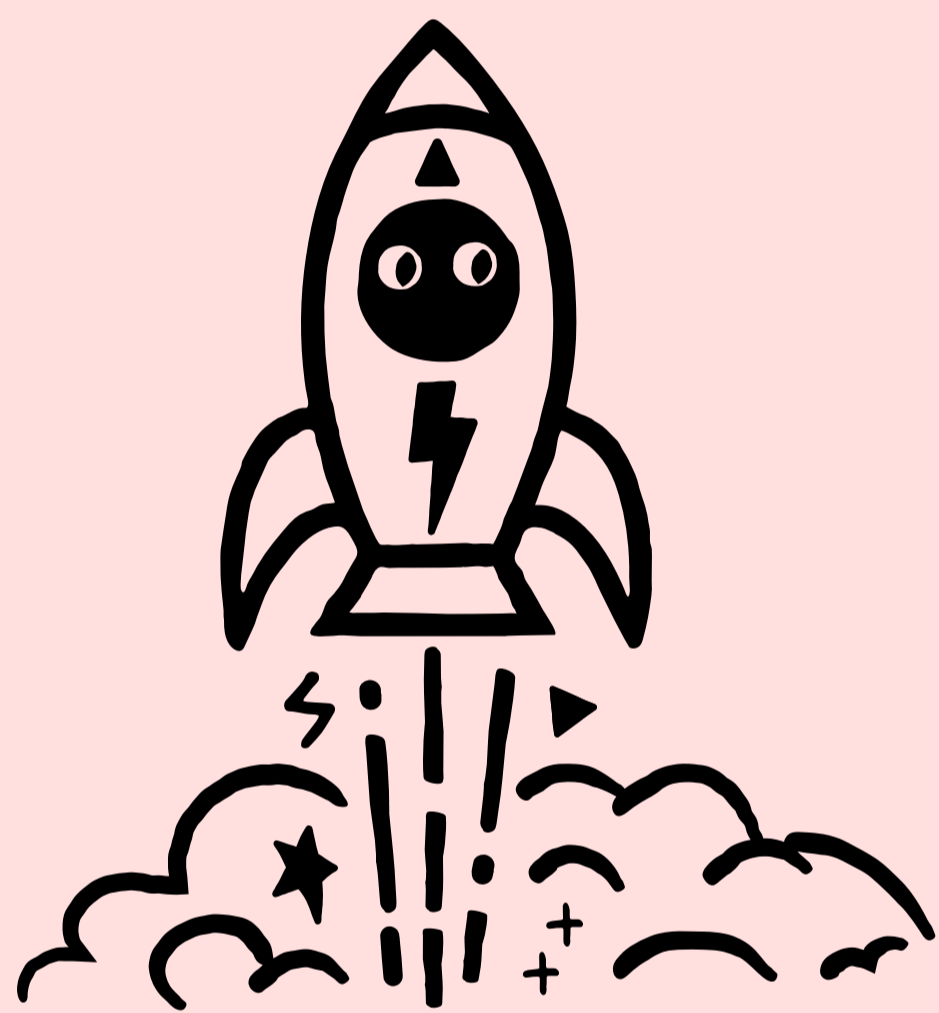


i2x

A Talented Case Study



Startup



Berlin

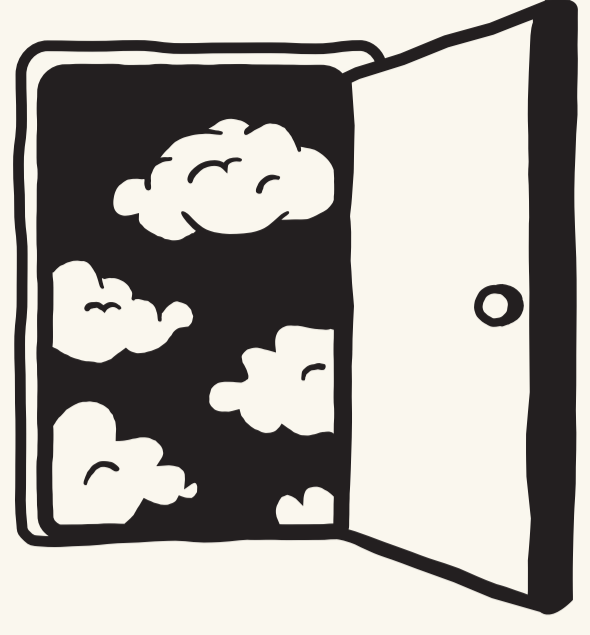


i2x.ai

About i2x

i2x transforms conversations by augmenting communication. Its AI-powered software is built with a purpose: to create a future in which people and AI collaborate for the good of humanity.

Within the next few years, integrated AI trainers for employees will help drive success for forward-thinking businesses. i2x has built one of the first of its kind, tailoring the solution to individual customers' needs, so that they can actively improve each conversation they have.

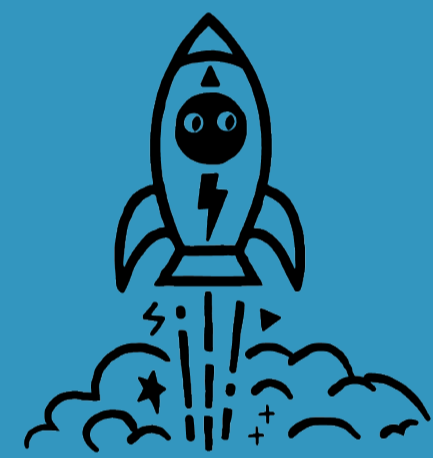


The Challenge

As a relatively early-stage startup, i2x did not have the required resources in their talent function to hire at speed as they scaled. With no incumbent Head of Talent Acquisition or Head of HR, the challenge for Talentful was to build the talent acquisition function up from scratch and implement a standardised hiring process.

Kickoff meetings, KPIs and interview training were introduced as the first step towards sustainable growth, with organisational mapping and the creation of a talent strategy following as Talentful helped build a mature talent function for i2x.

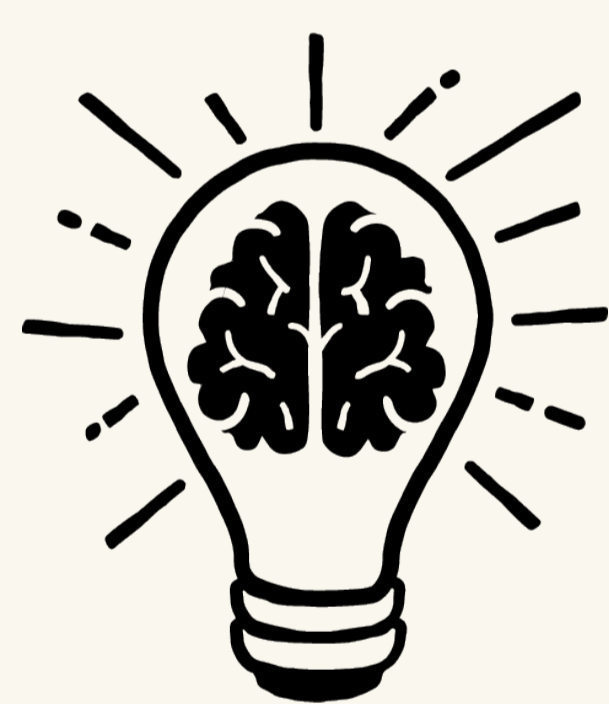
Delivery - speed of hires in order to scale to meet demand.



Strategy - setting i2x up for long term success with org mapping and talent auditing.



Process - implementing ATS and setting up tracking for key metrics.



The Solution

Over an initial six month period (later extended to 11 months), Talentful provided i2x with a Talent Partner and a Principal to assist with hiring for both tech and commercial roles. The goal was for the two-person Talentful team to bring top-tier talent onboard, whilst also building the processes and strategies for i2x to continue to replicate any growth beyond the conclusion of the partnership with Talentful.

Where Talentful had the edge over traditional RPO models or agencies was in not delivering against hiring targets, but also being able to build transferable processes that would empower i2x to develop their own, in-house talent acquisition capabilities.



The Results

In less than a year, Talentful built the internal talent acquisition structure from scratch, as well as hiring 14 mid-senior technical roles (eight headhunted) and also headhunting a Head of Sales.

Of the 18 hires made in total by i2x during the course of the partnership, 53% were sourced by Talentful. Talentful's work generated the equivalent of €73,589 in total savings vs. a traditional recruitment agency model.



14
Mid-senior tech hires in 11 months



€73,589
Saved vs. agency model



53%
Of hires sourced by Talentful

“

Talentful provided such a comprehensive service for us, creating all sorts of added value that we hadn't anticipated before the partnership.

Building new strategies, training our team, even creating some content around AI tech with our founder, all were added bonuses on top of the core hires that we engaged Talentful to make.

Michael Brehm, Founder & Managing Director
i2x

”

i2x