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## tipico

INDUSTRY: **ONLINE GAMING**

# CREATING A GREAT HIRING EXPERIENCE FOR SENIOR ENGINEERS AT TIPICO

**ABOUT THE COMPANY:**

**Tipico** is the leading sports betting provider in Germany and one of the most exciting tech companies in the industry. Since 2004, the company connects fans to their sports and has transformed itself from a small, innovative bookmaker to an international group of companies with over 6000 people working for the brand.

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# THE CHALLENGE

**Jose David Arteaga Alvarez**

Talent Acquisition Manager

tipico

Many tech companies find it difficult to hire top-quality senior software developers and technical leads. High competition and the shortage of talent might be the primary concerns, but oftentimes, companies are filtering out many great candidates by using poor evaluation processes or looking for the wrong qualities in their applicants.

Tipico's engineering team grew to over 250 employees in just a few years. Fueled by a passion for the product and using the newest tech stack, the company needed to hire the most talented senior devs on the market coding in Java, JavaScript, MySQL, PHP, or cloud technologies.

When the Talent Acquisition Manager was tasked with figuring out how to hire great senior technical talent, the company was getting thousands of applications every year. In 2019, over 9,000 candidates applied to Tipico's tech positions. It became clear that the team needed to refine their filtering process to quickly separate the great from the good.

"The challenge at that time was that we gave the engineering teams freedom to hire themselves. We had different standards, we used different techniques and ways of defining what good technical talent is.

The process was lengthy and painful, teams were overcomplicating the interviews, trying to get that perfect seniority."

**Jose David Arteaga Alvarez**
Talent Acquisition Manager

This led Jose to embark on a journey to standardize the recruitment process and tailor the workflow for all senior technical roles at Tipico.

CHALLENGES:

Filtering **9,000+ applications** with only 2 technical recruiters

Filling in **over 100 vacancies**, scaling the engineering team

**Finding top senior developers** and tailoring the experience for seasoned candidates

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# THE IMPLEMENTATION

What started as a pilot program with Codility has gradually developed into a true partnership between talent and engineering teams across the board.

Together, they've built a strategic workflow for recruiting senior developers, defining the number of touchpoints, involving internal stakeholders, and creating a standardized technical assessment for all senior engineers applying to Tipico.
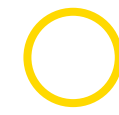
## STEP 1:
### Phone screen with a technical recruiter

The purpose of the initial call is to get alignment with the candidate on what they're looking for in their next role. The recruiter at Tipico can also assess whether they're matching requirements and the overall cultural fit within the organization.
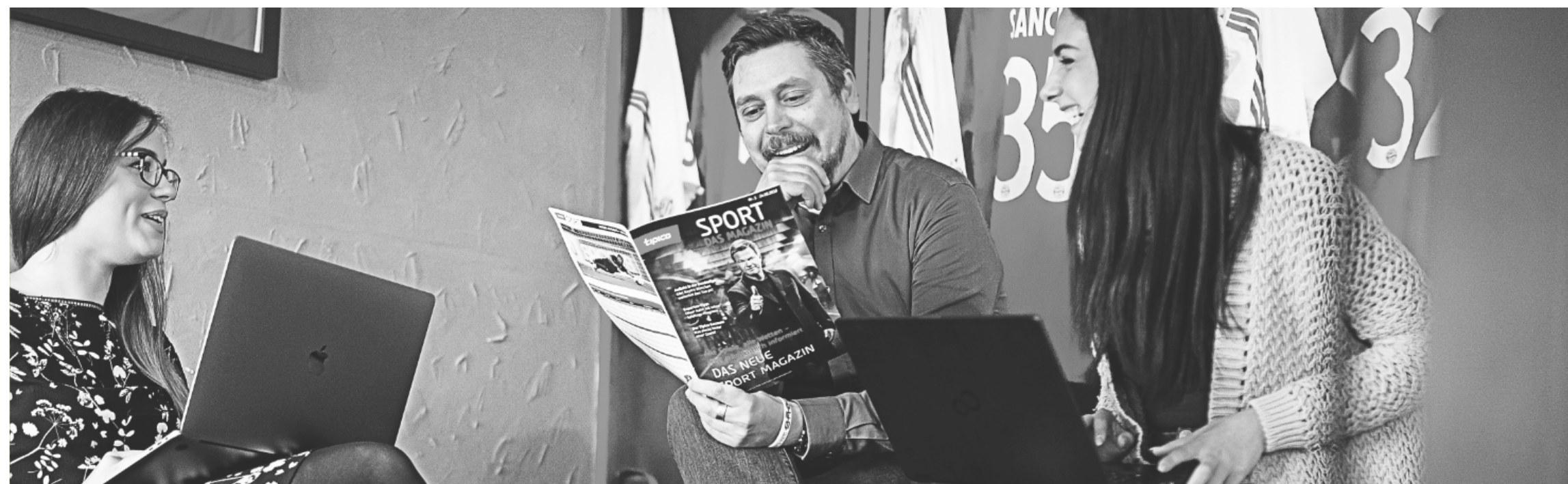
## STEP 2:
### Technical assessment with CodeCheck

Before the hiring managers at Tipico invest time and resources in creating and reviewing tech assessments, the recruiting team can already establish a level of technical competence with CodeCheck. By introducing take-home assessments, the team can quickly dismiss the unqualified candidates and fast-track high performers.

"We found a sweet spot of 2-3 coding tasks, all related to the job so that the candidate can show their knowledge and skills but also get a better idea about working with us in real

life. We also make sure that the test can be completed in 2 hours or less, being mindful of our candidates' time."

**Jose David Arteaga Alvarez**
Talent Acquisition Manager

This part of the process is crucial for highlighting top candidates based on their technical competencies. It allows the team to assess the candidates apples to apples, leaving no room for unconscious bias. It also clears the path to move senior candidates to the next stage faster.

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# THE IMPLEMENTATION

**STEP 3:**

## Cultural fit interview

The final step is a non-technical interview to understand the candidates' values, leadership skills, and their approach to solving problems. "It's all about their maturity and mindset," says Jose. "We need our senior developers to take ownership, take risks, and make their own decisions," he adds.

By asking behavioral and problem-solving questions, the team at Tipico can further understand how their candidates tackle the problems they would face in their day-to-day reality.

**STEP 4:**

## Technical interview with the hiring manager or engineering leader

For senior-level candidates, it's important to gain insight into how they think through technical problems. For this part of the process, some of the teams at Tipico implemented CodeLive as a real-time coding environment.

"During the technical interview, we need to understand the thinking process of our candidates, or how they found the solution in the first place. Their approach and the detail of its implementation can easily be seen and evaluated by our technical staff during this part of the process," says Jose.

**STEP 5:**

## Meet the team

Tipico builds a learning culture and works in a highly collaborative and agile environment to create unique solutions. That's why any potential employee gets a chance to meet his or her new teammates and get acquainted with the job.

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# THE RESULTS

Having a standardized workflow for each senior technical role helped Tipico find exceptional software developers. Last year, the company received over 9,000 applications for its engineering positions. Tipico was able to effectively filter out 156 talented candidates who scored higher than 80% on their coding test with Codility and hired 110 of the most qualified ones.

"Many of our headhunters noticed we raised the bar and consistently keep our hiring process at a high level," says Jose. "We finally have the standards and the same criteria for everyone.

We're objective, we're fast and we're hiring based on our candidates' real-life skills," he adds.

A unique hiring strategy for acquiring senior developers also creates a tailored candidate experience. In fact, over 81% of candidates feel Tipico fairly evaluates their coding skills in Java, having a positive experience when using Codility.

"Today, when hiring senior developers, we use a platform built by engineers for engineers. The Codility

assessments are tailored to all seniority levels, across all languages and frameworks.

We know we offer a professional, reliable, and stable environment for every candidate applying to Tipico. It's another cutting-edge technology our engineers want to work with."

The company keeps on hiring even more talented senior engineers. "We are looking for 'tech natives' with at least 6-7 years of professional experience," says Jose.

"The tech industry is a competitive market, but we're attracting great senior developers, competing with Google, Amazon, or Apple. Our candidates realize our technology is on the same level but you can actually touch on things and make decisions you would never make in a huge organization."

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**Filtered out the top 1.7% of candidates** who scored above 80% from a Codility test

**Hired 110 talented developers**, scaling the engineering team

**81% of candidates feel Tipico fairly evaluates their coding skills** in Java