

CASE STUDY  **weave**

HOW ANDELA'S CULTURAL FIT HELPED UTAH'S BEST PLACE TO WORK SCALE ENGINEER HIRING



HOW ANDELA'S CULTURAL FIT HELPED WEAVE, RANKED UTAH'S BEST PLACE TO WORK, SCALE ENGINEER HIRING

PARTNER OVERVIEW

Weave gives high-touch, service-based businesses a unified and integrated suite of communications tools to connect and share information seamlessly. By combining customer communication with customer data in one smart, care-centric interaction, Weave helps improve scheduling, customer response, online reputation, team workflow, and revenue generation.



Communication/
Software



400



Go Lang, Postgres
NSQ, React, Javascript

COMMUNICATIONS/SOFTWARE

THE CHALLENGE

A deeply intentional company culture keeps Weave ranked #1 place to work in Utah. Employees who embody Weave's core values are high priority for a company in the fortunate position of being able to hire as fast as they need. However, being highly selective comes with its challenges. Developers whose skills, dedication, and values meet Weave's high bar are already rare, let alone available at scale.

With recent growth doubling the company annually, Weave's Vice President of Engineering, Kyle Kartchner, looked to outsourcing to meet board and investor demands to maximize efficiency, control costs, and secure a long-term talent pipeline to keep up with growth. "As you're scaling and you get bigger, you need to have that channel to expand faster."

Previous outsourcing hadn't been able to deliver both the cultural fit and technical abilities desired. "There's always some kind of gap. Sometimes there's not enough overlap. I've seen technical abilities line up, but cultural gaps. Or better cultural alignment, but technical abilities that don't match up."

After learning about Andela's solutions and structure, Kyle saw an opportunity to get both the fit and skills Weave needed.

"You're able to draw from all over the continent and pull top talent. And you are there to support them through their learning journey." Kyle decided to hire a pod of three engineers to launch Weave's first distributed team.

THE SOLUTION

With team integration and cultural alignment as top priority, Weave met their new team of three Andela engineers on an early trip to Utah, which solidified the relationship and cultural values Weave was looking for.

“Everybody got to know them personally. That made a huge difference, they’re not just names on an email or a face on the screen. We got the chance to actually sit down and talk with them.” Emmanuel Shaibu, Nnamso Edemenang, and Fauz Oguta, quickly got to work on Weave’s unified communications core, helping build a new image exchange capability into their text messaging system and expanding integration abilities with customers’ CRM contacts. “They’re all great developers, and they also fit in really well.”

Because system integrations are crucial to their product, Weave needed to ramp up on customer integration features in order to deliver the kinds of communication abilities that gave their clients a competitive edge.

Once Kyle saw how well the first Andela team meshed with Weave’s values, he decided to look to Andela again to enhance their integrations team. “I wasn’t quite sure we were going to do that until they came out. And everybody loved them.”

Initially, Weave planned to add one more Andelan, but ultimately chose two. Kyle explains, “Budget wise, we could hire two. It’s such a high priority that we might as well get two developers—and they’ve been so good

on the other team.” Daniel Maina and Ibrahim Mbaziira came on to boost Weave’s integrations development. “That’s actually what moves our company forward in our market space. They’ve really started to push things forward. We’d had a lot of problems not being able to implement our integrations as fast as we need. They’ve picked the up the ball.”



“With engineers, a lot of times you get brilliant people. And they know they’re smart and behave that way. [At Weave], we hire humble people. We hire people who listen to others, who don’t dictate their ways. All five Andelans are naturally humble people. They listen. They take ownership. And they run with things.” -Kyle Kartchner, VPE, Weave



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www.andela.com
partnerships@andela.com