

SalesRabbit

A New Way of Hiring that Accelerates Development and Improves Products

PRODUCT



SaaS platform that turbocharges outside sales



CHALLENGE

Finding top engineers that can take leadership roles on the dev team



SOLUTION

Global engineers improve teamwork and drive creative solution



RESULT

Better team performance and better products

SalesRabbit offers a complete outside sales platform that uses data to automate and optimize all aspects of sales rep onboarding, training, and performance management. Its sales enablement service and mobile CRM integrates team management, lead management, presentation and proposal development, qualification, forms, and contracts into a single app, streamlining operations, and accelerating deals.

THE CHALLENGE

Senior Engineers Take Leadership Roles at SalesRabbit

SalesRabbit's software turns good outside sales reps into great ones and helps good businesses transform themselves into elite brands by powering a streamlined customer engagement experience. Finding great engineers to develop the great software the company on the roadmap was becoming increasingly difficult, and the pain caused by a few hiring miscues had made the engineering team open to new ways of engaging developers.

"Finding great developers with the talent and drive we needed was proving difficult in our market, and a business partner had a great experience working with Andela

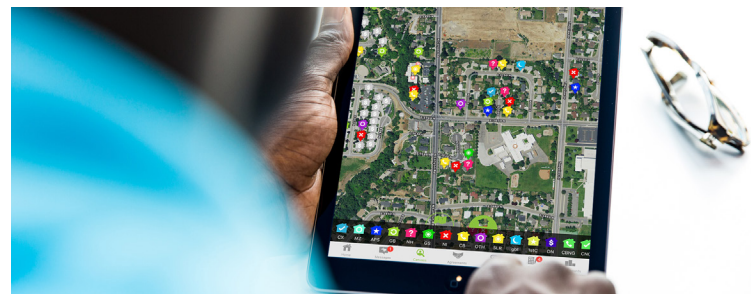
and suggested that we give it a try," said CTO Michael Archibald. "Everyone agrees that it has been a huge success. Andela engineers have turned out to be great developers, and they have taken key leadership roles on our team, with great results."

THE SOLUTION

Diverse Remote Teams Improve Performance

"Andela does an exceptional job of bringing us very talented engineers that are prepared and driven to contribute," Michael said. "You give them something to do and they just do it--a lot of times doing it better than you would have done it your way."

Diversity brought layers of benefits to the SalesRabbit software team. "The Africa-based Andela engineers



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Michael Archibald
CTO, SALESRABBIT

bring different cultural perspectives and development perspectives," Michael said. "The diversity of thought and diversity of experience has made us more open-minded and they have opened our eyes to better ways of building our product and delivering our services." Eye-opening approaches included:

- Challenging the team to not live with the status quo, and advocating for the migration to a new version of the platform.
- "Trailblazing" the work to transition SalesRabbit's API to a new language.
- Driving the automation of manual processes.

"You see people living and working under very different circumstances, we're in their homes and they are in ours on Zoom and the whole team realizes 'maybe we need outside perspectives,'" Michael said. "And you listen and they have really good ideas. It's awesome."

THE RESULTS

Developers that are also Leaders

The Andela engineers working with SalesRabbit have taken leadership roles and are making concrete contributions to major product initiatives. Specific results include:

Leading SalesRabbit's "Atomic Team," driving product initiatives and keeping product development on track.

Leading the development of the company's first external service independent of its core codebase, and building the architecture to support a new language to which the company plans to migrate all of its code.

Developing the architecture for a new API and webhook platform from scratch in Elixir, making sure that it adheres to standards. "The code is high quality and the outcomes are really good," Michael said.

Automating SalesRabbit's QA, beginning with Android and moving on to iOS, an effort "that has been monumental for us," Michael said. Previously, releases were done manually and were QAed manually. Automating QA "buys us bandwidth and delivers better releases for our customers."

The impact of the Andela engineers has been dramatic. "Our pull request cycle times have gone from three months to one and a half days," Michael said. "Our bug counts are dropping across the board, and our code quality much better--we're doing more with less code."

During the Covid-19 lockdowns, Michael leaned on Andela's experience supporting remote teams to make a smooth transition to all remote-work. "We used Andela's documentation and training and actually increased productivity," he said. "This led the department to change its policy and we're now an all-remote time by choice. It's great because now I have access to people who want to do great work from anywhere."

Andela has provided hundreds of U.S. companies with thousands of top mid and senior engineers and has developed a robust support infrastructure to source, assess, and scale talent with partner businesses. All Andela engineers are fully trained in remote development and teamwork best practices and arrive at customer teams ready to deliver.

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