



SundaySky's Global Talent Acquisition Program Runs on Comeet

"What if video could be created dynamically and at scale the way webpages are." Inspired by this vision, Shmulik Weller and Yaniv Axen embarked on a journey to make it happen. A decade later, SundaySky, which they co-founded, is synonymous with personalized video engagement, counting AT&T, Comcast, Citi, and Atlantis Paradise Island as customers. More than 150 employees work at offices in New York, Tel Aviv and Tokyo, a workforce kept happy and growing by Vice President of HR Merav Choset.

"When I arrived in June 2015, SundaySky was just deploying Greenhouse. The process of deploying and using a modern recruiting system went very well until Q3 when we revised our recruiting plans and started looking around."

The Preferred Recruitment Platform of Startup Nation

A long-time HR executive within the Israeli startup community, Choset knew that many fast-growing companies similar in size to SundaySky had replaced spreadsheets and older applicant tracking technology with Comeet's collaborative recruiting system. She invited Comeet to present a product demo in her Tel Aviv office.

Choset had considered several ATS vendors, including Jobvite, but needed a system that could reliably process both English and Hebrew resumes. Ultimately, she decided to compare Greenhouse and Comeet in parallel for a month.

"Comeet looked great and seemed very easy to use. It was very visual and appealing - especially the recruiting workflows - and looked perfect for what we needed. We couldn't find anything that

Name:

SundaySky

Industry:

Media

Services:

Personalized video platform

Customer since:

2016

Replaced:

Greenhouse

Considered:

Bamboo HR and Jobvite

Cool Fact:

30+ employees use Comeet

"Comeet provides transparency, efficiency and helps you scale."

- Ithamar Sorek, Chief Revenue Officers

comeet.



“I think Comeet is visual and intuitive.”

Merav Choset, VP of HR, SundaySky

was missing in Comeet compared to what we had with Greenhouse. Comeet was also willing to be flexible and accommodating to our needs.”

The transition to Comeet was completely seamless for everyone. At the end of the evaluation, she decided to replace Greenhouse with Comeet.

“I want my vendors to be as dynamic as us and agile, too. I felt a flexibility and willingness to work with us from Comeet that I didn't feel from other vendors. I was confident that they would be very hands-on and accessible.”

“We Didn't Even Do Any Staff Training”

Deploying Comeet was a very simple and seamless transition. As a technology company, most of the employees are very comfortable with software systems. Confident in their ability to “figure things out,” and impressed with Comeet's obvious intuitiveness, Choset felt that formal training sessions would be unnecessary. Employees were notified of the switch, then invitations were emailed so they could set up their Comeet accounts. These two steps comprised staff training. The technical side of the switch, the migration of recruiting and candidate databases, took less than a week.

One System to Recruit Them All

SundaySky is using its new system to fill positions around the globe and more than 20% of employees (>30 employees out of 150) have Comeet accounts. Currently, the number of open positions ranges from 15-to-20. Each has a recruitment process overseen by a recruiter inside HR and one-to-three managers, depending on the department and position seniority. Visual workflows were customized for each department using drag-and-drop editing.

In addition to this functionality, Choset singles out Comeet's tight social media integration, especially the LinkedIn integration, as well as thoughtful features such as adding images to candidate accounts. Something that also stands out is the customer support she had prioritized.

“Comeet got us up-and-running very fast, and have continued to provide fantastic support. The addition of new features, even since we started, has been very impressive in both speed and reliability. Overall, I really don't see any reason why we would switch to anyone else. The product is working great for us and we are very happy.”

A Platform to Enable Global Growth

As customer personalization becomes an ever-greater part of online marketing, SundaySky will grow by leaning on its VP of Human Resources to oversee its talent acquisition program as efficiently as possible. In Comeet, she has a collaborative recruiting platform she can use to hire everyone she needs: from a Hebrew-speaking Front End Developer in Tel Aviv to a New York City-based Content Marketing Manager.