

## Success Story

# Sage HR is the sound choice for Sonarworks

Audio tech startup invests in dedicated recruitment and onboarding software from Sage to help it scale fast



Sonarworks is an award-winning audio technology innovator delivering an individually perfected sound experience to every music creator and lover.

Founded in 2012, its patented technologies are now used in more than 70,000 professional recording studios globally, including many Grammy-Awardwinning engineers working with globally recognised recording artists like Lady Gaga, Madonna, Rihanna, Adele, Coldplay, and more.

Headquartered in Riga, Latvia, Sonarworks also has a US and China office, and employs 84 staff.

### Key outcomes

- Improved candidate experience
- Structured and transparent talent pipeline
- Automated candidate responses saving one day a week on admin
- On-demand applicant screening
- Quicker and seamless recruitment process for hiring managers

**Company**  
Sonarworks

**Location**  
Latvia

**Industry**  
Technology and Software

**Sage Products**  
Sage HR

## Sonarworks

### About Sonarworks

Sonarworks is an award-winning audio technology innovator delivering an individually perfected sound experience to every music creator and lover.

Sage



After conducting research on consumer sound preferences, Sonarworks is now on a mission to put personal sound front, row and centre for every music listener worldwide with its industry leading SoundID audio personalisation software. As Co-Founder Helmut Bems puts it, “We are about to change the definition of good sound. From now on, the ‘greatest sound’ will always be a personal matter.”

### **Upscaling the workforce fast**

As a startup with big growth plans, Sonarworks needed to upscale its workforce quickly, but had limited people power to meet the fast timeframe demands to hire and onboard new recruits. Not only that, it was also largely reliant on spreadsheets to manage the whole recruitment process from start to finish.

“We were hiring a lot and it started to become very difficult to administer the volume of candidates just using spreadsheets,” explains Sonarworks’ HR Manager, Elizabete Dikmane.

Realising the company’s reliance on spreadsheets and emails to manage its recruitment process was no longer a sustainable model, Elizabete began to look for an alternative solution.

### **Dedicated recruitment platform**

Reviewing the options on the market, Elizabete was impressed by Sage HR, which offered a dedicated recruitment module.

“It was a pretty easy choice to go with Sage HR; the price was competitive, and the service was better and more personal than the competition,” says Elizabete.

Offering the ability to carry out on-demand applicant screening and schedule candidate interviews directly from the system, Sage HR ticked a lot of boxes for Sonarworks.

“This is our first experimentation with any kind of HR software so we have just focused on the Recruitment module for now, but I like the fact that Sage HR has a range of other HR and people management modules that we can tap into in the future,” she adds.



Sage HR is able to simplify processes and give snapshots of key information.

### **Structured and organised talent pipeline**

A key win from using Sage software is that Elizabete can now get an instant snapshot at any time of the recruitment pipeline across the organization. “I love the pipeline function within Sage HR. It structures every stage of the recruitment process and enables me to instantly see where every candidate is within the pipeline,” she adds.

Sage HR has also allowed Sonarworks to create a structured, organised process for managing its entire recruitment and onboarding process. The tech firm uses the software to create and publish all its job advertisements, with the ability to then post the vacancies to other websites and platforms. Once the job postings are live, the candidates’ applications come in directly to the platform and Sonarworks uses the software to screen applicants and schedule interviews.

“I love having things structured and Sage HR has now given us a much more systemised way of managing our talent pipeline; we can monitor and track candidates at every stage of the recruitment process,” says Elizabete.

### **Better candidate experience**

Another value-add has been improving the communication flow with candidates, no matter where they get to in the recruitment process. Using Sage HR, Sonarworks has been able to create automated email templates for every stage of the recruitment process.

“It is very helpful to have pre-set automated emails so that whenever a candidate arrives at a certain stage in the pipeline, they will receive the corresponding communication from us. It has massively improved the level of communication we have with our candidates,” explains Elizabete.

In fact, Sonarworks has received feedback from candidates to say that they have valued the response from the tech firm — even when it has been a rejection email, as many companies don’t let candidates know either way.



Sage HR has automated the majority of the recruitment process, saving time for Sonarworks' recruitment manager.

### **Never let a good candidate go**

With huge volumes of applicants being interviewed across the organisation, sometimes a strong candidate can narrowly miss out on a role but is worth considering for a future role. However, hiring managers cannot always remember the candidate's details or the role they previously applied for, so this top talent sometimes slips through the net.

Not anymore! Sage HR has given Sonarworks the ability to track and find any past applicant quickly and easily. "We have over 2,000 people on the system, it's such a brilliant archive of all past and present applicants; it aggregates candidates by project or role, and you can search using a name or other key words," says Elizabete.

### **Happier hiring managers**

It is not just Elizabete's life that's been made easier by the implementation of the Sage software. The company's team leaders, who have to hire for their own departments, are finding it much easier to recruit now. "Having a dedicated, automated recruitment platform really helps support our hiring managers to fill vacancies within their teams," says Elizabete.

Sonarworks also has a dedicated recruitment manager that coordinates with all the department heads to plan their resourcing needs and oversee a lot of the recruitment process. Elizabete says that she has reported massive time savings since using Sage HR.

"We estimate that Sage HR is saving our recruitment manager up to one day a week on recruitment admin. Previously he would have to manually administer all of the responses to candidates — follow-ups, rejection letters, interview scheduling and so on — whereas now the vast majority of this is all automated," she adds.



“It’s agile enough to be customised to a startups’ needs, and the automation saves you so much time.”

**Elizabete Dikmane**  
HR Manager, Sonarworks

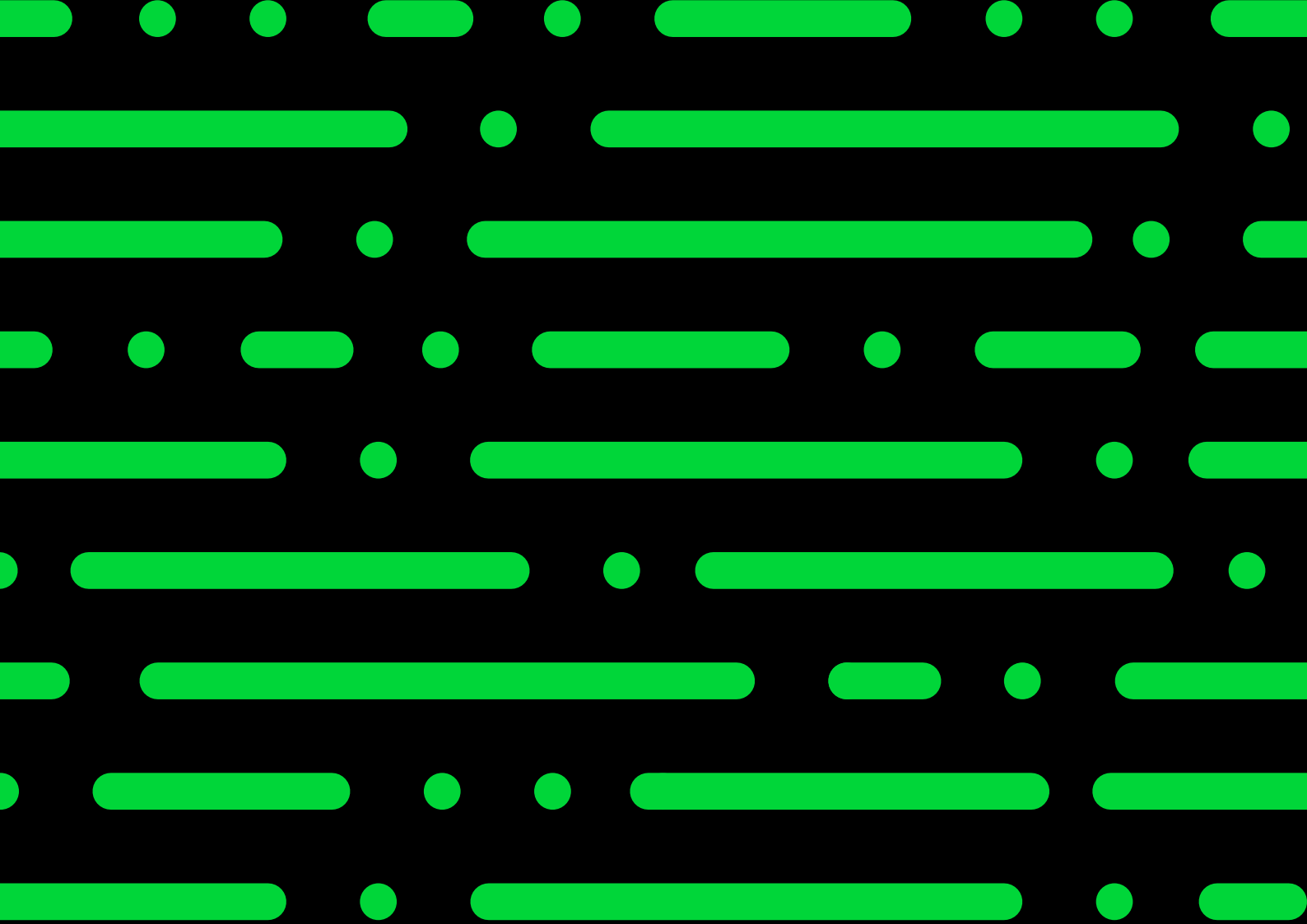
**The perfect partner for scaling and future needs**

Elizabete says that Sage HR has enabled her to manage multiple hiring projects simultaneously as “It’s so easy to keep track on what’s happening throughout the process”.

Not only that, but she says the software has supported Sonarworks expansion plans and will continue to do so.

“I want to explore other modules of the software and the reporting functionality within the recruitment module. Being able to share data on time-to-hire and hiring velocity would provide a lot of insight,” she adds.

Impressed with the level of support and communication from Sage, Elizabete would definitely recommend Sage HR — particularly to other fast growth startups. “It’s agile enough to be customised to a startups’ needs, and the automation saves you so much time,” she concludes.



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