

The Zoho Recruit logo features the word "Zoho" in a stylized font where each letter is contained within a colored square: 'Z' in red, 'O' in green, 'H' in blue, and 'O' in yellow. To the right of "Zoho", the word "Recruit" is written in a clean, white, sans-serif font.

Zoho Recruit

# CAREERUP

[zoho.com/recruit](https://zoho.com/recruit)

# **CAREERUP KEEPS WINNING BY PUTTING THE CUSTOMER EXPERIENCE AT THE HEART OF THEIR BUSINESS.**

For decades, care and enthusiasm have been hallmarks of the education industry. But care and enthusiasm when finding internships? That's not so easy.

As one of the leading intern abroad programs in the world, CareerUp has been connecting talented students and young professionals with world-class internships abroad since 2013.

CareerUp offers students a premium and personalized experience, made possible by their program's unique and powerful database.

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**Every year we receive thousands and thousands of applicants from all over the world, and we connect them to the right companies.**

**Daniel Wright**, Admission Counselor

  
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**Strong experience  
creates strong individuals.**

According to many studies, internship experience is more significant for career success than college reputation, GPA, or completed coursework. CareerUp connects candidates with the best internships by placing them into the world's fastest-growing economies. Their educational programs have started hundreds of successful careers and built lasting connections across the globe.



# INCREASING VOLUME AND INCREASING DIFFICULTIES.

With offices in San Francisco, Montreal, Manila, and Singapore, it became nearly impossible to manually manage resumes and applications they received from around the world.

**“ I think the biggest challenge for us was to organize and be efficient at managing the rapidly increasing volume of application coming in for our educational program.**

Samuel Chenard, Chief Technology Officer

Complications only increased. Usually, as manual entries go up, there is always the problem of speed. No matter how quickly humans can type, process data, and think, speed will always be a problem when working without a system. Employees do not work at the exact speed during an entire workday. Also, the more information CareerUp stored, the higher the potential security risk.



## **IN SEARCH OF THE RIGHT TOOL.**

Zoho Recruit was not CareerUp's first choice. It initially used Zoho CRM for maintaining its online database, but it soon made them realize that a CRM built for sales will never match software built with the recruiter in mind. They switched to Zoho Recruit and instantly struck gold.

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**After unleashing the core power of the software and gaining experience, we realized that there was an even better version of Zoho we could transition to that could automate our recruiting.**

**Daniel Wright**, Admission Counselor

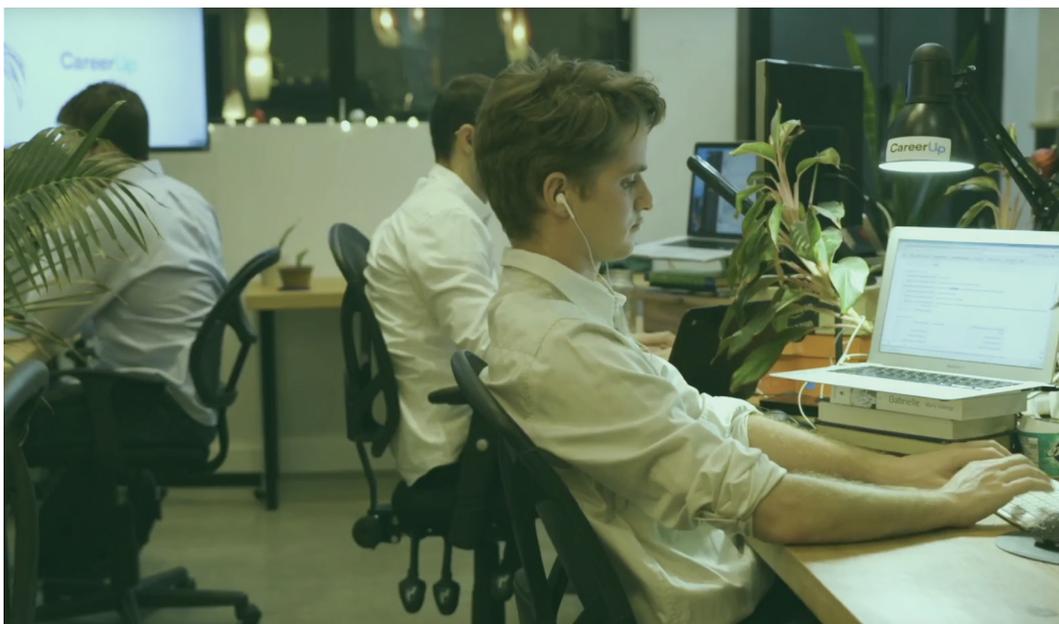
“ With the help of Zoho, we are able to invest more time and resources on the only thing that really matters: the experience of our customers.

Samuel Chenard, Chief Technology Officer

## **INTERNS ARE THE CO-CREATORS OF THE CAREERUP BRAND.**

By helping interns get international exposure, executive leaders at CareerUp know they're introducing their brand to the world – an expected result of putting consumer experience at the center of the business.

Zoho Recruit has been integral to this process because it creates the digital interface that enables lets CareerUp engage with their interns.



# HITTING THE JACKPOT.

CarrerUp uses a lot of technology with Zoho Recruit at its core. It's been the bridge between their technology and their recruitment team, and CareerUp reaped huge benefits since implementing the cloud system.

- Increased efficiency to process their candidates' applications, allowing them to respond, evaluate, and get back to the applicants as soon as possible.
- A much easier and smoother experience for the entire team. Zoho Recruit enables them to Building processes, filtering information, keeping track of key metrics, data mining, automating key actions, automate matching candidates with employers/positions and so much more without having to write a single line of code!
- Empower their client dashboard application by giving partner companies the ability to log in and review/request interviews with the candidates that have been matched with their application.
- A web dashboard where applicants can log in and be updated in real time on the status of their application. They can also upload key information for their application until they are ready to intern abroad.
- At only \$25 a month, Zoho Recruit has continually empowered recruiters and providing complete value by being the most economical recruitment software in the market.

# ABOUT ZOHO RECRUIT

Zoho Recruit is all about building great teams and hiring the best talent without breaking a sweat. Our all-in-one applicant tracking system helps teams of all sizes source, track, and hire candidates.

Zoho Recruit has been an unparalleled champion in many software categories for two years and running.

**GetApp**

**G<sup>2</sup> | CROWD**

[zoho.com/recruit](https://zoho.com/recruit)