



A new recruitment chapter: TAE's recruitment make-over with the sympl software

At Techno Automotive Equipment (TAE), finding the right talent was becoming challenging. With recruitment led by Linda Janssens, a Process Manager at TAE whose primary focus is not HR, **the current recruitment approach has proven to be too time-intensive, expensive, and lacking the streamlined efficiency needed for company growth.**

TAE sought a solution that would simplify hiring, improve speed, and centralize their recruitment efforts, leading them to discover the sympl software.

25%

REDUCTION OF HIRING COSTS



92%

DECREASE OF TIME TO CANDIDATE



2mln

IMPRESSIONS

About Techno Automotive Equipment

Techno Automotive Equipment (TAE) is a specialized company with over 45 years of experience in the automotive service industry and moreover, import, distribution, installation & maintenance of garage-equipment in Belgium. Together with a team of specialists, they provide expert advice to their customers across each of these areas of specialization. The company supplies a wide range of essential tools, including vehicle lifts, diagnostic devices, wheel alignment systems, and other advanced automotive machinery. With a strong commitment to reliability and expertise, TAE helps ensure the efficiency, safety, and performance of vehicle maintenance operations.

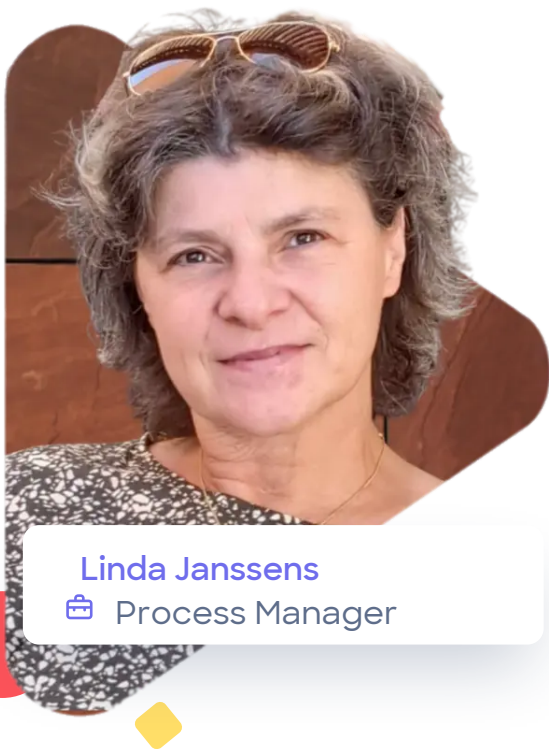
Company size: >50 employees

Sector: Automotive service industry

In need of a new and more efficient recruitment approach

At Techno Automotive Equipment (TAE), recruitment was traditionally managed through interim agencies and job postings on their own website. Above that, the recruitment (marketing) process was handled by Linda whose

primary role wasn't HR, but who took on these responsibilities alongside her main job as process manager. Given the time constraints of her regular job, there was limited time left for the hiring process. Linda recognized the need for a more user-friendly, time-efficient solution that could centralize and streamline their recruitment efforts.



Linda Janssens

 Process Manager

TECHNO AUTOMOTIVE EQUIPMENT

“The sympl software helps us take back control over our recruitment process and we’re now hiring much faster and saving money at the same time.”

How a CEO's tip transformed TAE's recruitment strategy

After hearing from the CEO about the sympl software as a recruitment tool, Linda decided to give it a try and she was immediately impressed! Thanks to the **AI-driven features** of the sympl software, Linda was able to **save a significant amount of time**.

She particularly loves the AI-fueled video generator, which allowed her to quickly create engaging video advertisements. From day one, **the number of applicants increased dramatically and came in much faster** than through traditional interim agencies, where it often takes a month to find suitable candidates. As a result, TAE successfully found 3 high-quality candidates for two open positions, specifically technical sales expert and management assistant.

While screening and following up with candidates typically takes more time when done internally compared to using an interim agency, the sympl software made the process far more efficient. In fact, Linda says that **the candidate follow-up feature is one of her favourites**.

Using the sympl software, Linda reduced the time to connect with candidates by 92%, which is a crucial aspect for TAE. Without exception, candidates started coming in within a day for each campaign. The quickest hire even was within two weeks! Linda also praised sympl's innovative and user-friendly software, particularly how it implements social media to boost visibility and engagement within the recruitment marketing process. With the sympl software, TAE has **regained control over its recruitment process, achieving a more efficient hiring process & saving lots of time**.

EXAMPLES CAMPAIGN MATERIAL



Technical Service Expert



Technisch Sales Expert

The numbers tell the story

One of the standout features for Linda is sympl's **clear and comprehensive campaign reporting**. The platform provides full insights into the performance of various channels and advertisements, how budgets are allocated, and the resulting outcomes of these. An impressive result has been the **25% reduction in hiring costs!**

Thanks to the sympl software, TAE's recruitment process is not only faster and more efficient, but also significantly more cost-effective.

A new recruitment chapter, powered by the sympl software

The sympl software has completely transformed TAE's recruitment process. With faster candidate sourcing, better visibility, streamlined communication, and significant cost savings, Linda and the TAE team now have the time and tools to focus on what truly matters: building a strong, capable workforce. The sympl software didn't just streamline the recruitment, it elevated it to a whole new level.

Will you be our next success story?

Let's meet! →