

# How KUBRA Rapidly Scaled Tech Hiring with HackerRank

From power outage mappings to billing and payment solutions, KUBRA is an industry-leading provider of customer experience management solutions to some of the largest utility, government, and insurance entities in North America. And in addition to building innovative applications, they've achieved impressive year-over-year growth that many tech companies can only dream of.

Although they're scaling rapidly today, they've encountered several challenges along the way. Consider this: KUBRA started out using paper tests to assess candidates for their tech roles.

But they knew this hiring process wasn't scalable, so they turned to HackerRank for help.

By partnering with HackerRank to scale their hiring process, they're now hiring for hundreds of tech roles each year.

"Our growth wouldn't have been possible without the help of HackerRank," said Alex Arkarakas, Talent Acquisition Lead at KUBRA. "The platform allows us to hire faster, creating efficiencies in our recruitment process. Without HackerRank, finding and identifying the right candidates would have been extremely challenging and time-consuming."

To learn more about KUBRA and how they've achieved rapid growth, we sat down with Arkarakas to talk tactics.

## Can you describe KUBRA to someone who's unfamiliar with the company?

**Arkarakas:** KUBRA develops software ranging from billing and payment solutions to reporting and analytics for a variety of industries.

We primarily cater to the utility industry, but our capabilities also extend to working with government entities, financial institutions, and telecom companies.



## What were the challenges that led you to adopt HackerRank as a solution?

**Arkarakas:** Before finding HackerRank, we relied on paper tests to assess technical skills during interviews. However, this approach posed several challenges. For example, we had no way to evaluate skills before meeting candidates in person, which led to instances where initial impressions didn't align with actual performance during the interview.

Also, interviewers often discovered that candidates lacked the necessary skills at the beginning of the in-person assessment, but they still had to complete the full interview. Keeping a record of the paper copy of all completed tests was also challenging.

Furthermore, the paper tests provided limited insights into candidates' problem-solving or coding efficiency. Recognizing the need for a more effective solution to evaluate technical skills, we explored various options and chose HackerRank.

## What benefits have you experienced since using HackerRank?

**Arkarakas:** HackerRank has been essential in presenting skilled candidates to hiring managers with confidence. It enables us to identify top developers and make skills-based hiring decisions. Our engineers love having the ability to review candidate's coding approaches in real-time, which helps them understand candidates' problem-solving skills.

The ease of use, question library, and the ability to create custom questions have also been beneficial in simplifying the assessment creation process. Moreover, having a designated technical representative from HackerRank has been very helpful when we need extra assistance with assessment creation or implementation.

## How did KUBRA's hiring managers handle assessment content creation before using HackerRank?

**Arkarakas:** Our hiring managers had to create assessment content from scratch before we worked with HackerRank. As a result, it took engineering managers a significant amount of time to create new assessments.

Today, our hiring managers leverage HackerRank's content library for content creation. Many of KUBRA's roles require specific programming language expertise, so hiring managers can select library questions tailored to specific programming languages and frameworks and create assessments much faster.

*HackerRank has been essential in presenting skilled candidates to hiring managers with confidence. It enables us to identify top developers and make skills-based hiring decisions.*

## Can you walk me through the standard technical hiring process at KUBRA and where HackerRank fits into it?

**Arkarakas:** KUBRA utilizes HackerRank assessments at two different stages of the recruitment process. For junior roles with a large applicant pool, we send out assessments after candidates apply. Once applicants complete the assessments, our TA team reviews the scores and proceeds with phone interviews, followed by technical interviews with hiring managers.

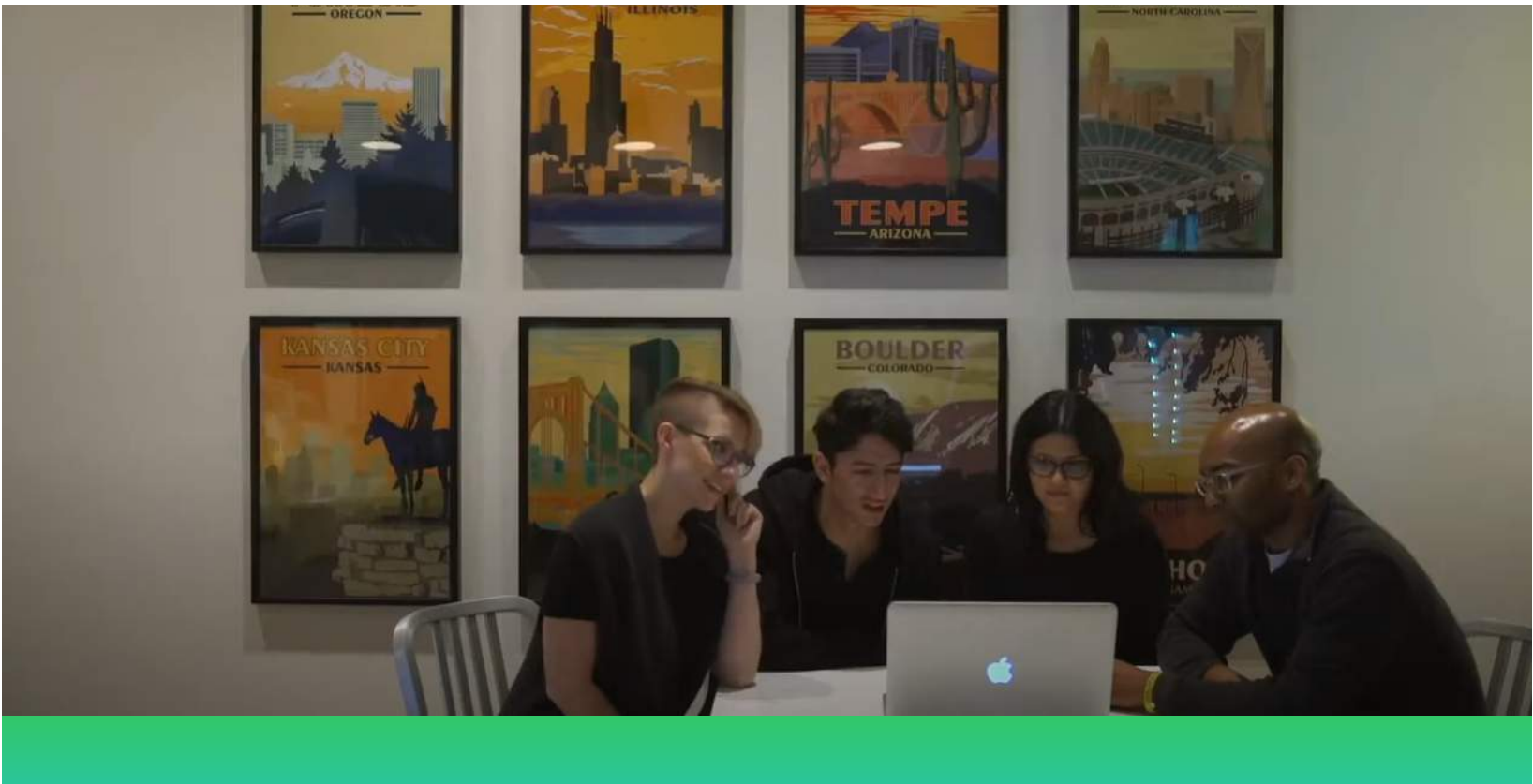
For more experienced candidates, KUBRA conducts phone interviews to assess technical fit before inviting them to take an assessment. Depending on their scores, we determine whether to proceed with technical interviews or not.



## What is the overall feedback you hear from your talent acquisition team and hiring managers who use HackerRank?

**Arkarakas:** I've received positive feedback from both our talent acquisition team and hiring managers regarding HackerRank. Our TA's find the platform easy to use and appreciate the ability to reassign seats quickly when hiring managers are not hiring simultaneously.

The insights feature allows hiring managers to gain valuable information about test performance, enabling them to identify trends or areas for improvement. We've also had a high completion rate for tests sent through HackerRank, with about 80% completion in 2023, and approximately 70% completion rate throughout 2022.



## How many tech hires did KUBRA make last year? What are your future hiring plans?

**Arkarakas:** About 150 hires were made last year, and we've made over 70 tech hires so far this year. We have plans to hire over 100 more as new projects emerge. Furthermore, the total number of technical hires could easily double, as we're in a continuous growth phase.

HackerRank will remain an integral part of our recruitment process, and we also intend to leverage HackerRank to host hackathons and engage job seekers.

## How do you plan to use hackathons to support your recruitment efforts?

**Arkarakas:** For the hackathon, we're considering an open-ended format where participants can showcase their creativity. The goal is to engage potential candidates in a different way and identify top performers who will be contacted for further recruitment steps.

*HackerRank will remain an integral part of our recruitment process, and we also intend to leverage HackerRank to host hackathons and engage job seekers.*

## How would you summarize HackerRank in one or two sentences?

**Arkarakas:** HackerRank is a crucial tool in KUBRA's interview process, enabling our TA team to confidently present candidates to hiring managers. It enables us to identify and present top candidates efficiently, enhancing our overall recruitment process.

## Is there anything else you'd like to explore or discuss?

HackerRank helps us showcase our brand and differentiate ourselves as an employer. We spotlight our culture and benefits to job seekers when sending out invites. We also include a recruitment video link that introduces candidates to KUBRA and gets them excited about joining.

\*Responses have been edited for length and clarity.

[Request a demo](#) to see how HackerRank can help you hire skilled engineers who share your company's vision.