



Betts Recruiting relies on Electric for standardizing processes, not-so-standard IT emergencies, and everything in-between.



Client Since | 2016

Industry | Staffing & Recruiting

Employees Supported | 120+

Offices Supported | NY, CA, TX, IL

Technology | Mac

IT Challenges

- ⚡ An MSP that could not meet their needs during an IT emergency
- ⚡ No standardized user or hardware processes

80

Slack Ticket Requests Resolved

120+

Employees Serviced

5

Office Locations Supported



Carolyn Betts Fleming
CEO & Founder
Betts Recruiting

“Since starting with Electric, we now have processes for user and device management that we can actually sustain in the years to come, as we continue to grow.”

With over 120 employees across five offices: San Francisco, New York City, Los Angeles, Austin, and Chicago, Betts Recruiting relies on Electric’s IT platform to fulfill all of their IT needs, from day-to-day troubleshooting to updating system administration processes to major IT initiatives—including upgrading their network hardware to actually use the speed they were already paying for.

⚡ Company Overview:

Founded in 2009, Betts Recruiting is the leading recruitment firm for revenue generating, marketing and people operations roles in 14 markets across the United States. Betts Recruiting Partners with businesses at every stage, across every sector—from early-stage startups to venture-backed companies. Their specialties include SaaS, Lead Generation, Online Media, Inside Sales, Social Marketing, Enterprise Sales and beyond.



IT Challenges Before Electric:

Prior to working with Electric, Betts Recruiting outsourced their IT support to a Managed Service Provider (MSP). Aside from being insanely expensive, their response time averaged around 1 to 2 days.

Discovering a Solution

“As one of Electric’s first customers, and as Electric’s first ever repeat customer, I understand the product, the value and the impact they are making daily with businesses. It’s huge.” - Jamie Coakley

The San Francisco-based recruiting firm was first introduced to Electric in 2015 by its East Coast Managing Director at the time, Jamie Coakley. Betts Recruiting was in a period of rapid growth in both people and revenue—perhaps the worst possible time to have an office-wide network outage. Naturally, that’s exactly what happened.

Just weeks after moving from San Francisco to New York in order to scale their East Coast office, Coakley found herself frantically searching Google for a viable solution—that was also within her budget and could have all hands on deck within hours— as their MSP at the time did not have the bandwidth to triage the issue.

Jamie turned to her professional network as a last ditch effort and was reconnected with long-time colleague and friend, Bill Tyndall, who also happened to be the new VP of Growth and Partnerships at Electric.

After explaining the situation, Electric was able to dispatch a team of IT professionals to Betts Recruiting’s New York City office and troubleshoot the network outage. From there, partnering with Electric was an easy decision. One that suited Betts Recruitings’ budget and needs as they continued to scale.