



Customer story

MessageBird drives better hiring outcomes at scale with Greenhouse

Learn how MessageBird grew globally to more than 700 employees by transforming their hiring process with Greenhouse.

greenhouse +  MessageBird

Introduction

MessageBird is an omnichannel communications platform used by over 25,000 of today's most innovative companies. The platform's customers love that it was designed to make communicating with a business as easy and natural as talking with a friend – and that their products, tools and solutions help businesses streamline conversations through their preferred channels, such as SMS, WhatsApp, Instagram, email and more.

MessageBird currently has over 700 employees globally and has a “work anywhere” policy.

The challenge

There were almost 100 employees when Barbara Gaillard, Global Director of Talent Acquisition Operations, joined the MessageBird team in 2018 – and it was growing fast. Despite that growth, it quickly became clear that there was a lack of internal alignment around the hiring process at large. Hiring managers were using their own individual plans for interviewing, with no training or clear rubric for decision-making. It was challenging to log feedback from interviewers and the structure for that feedback was inconsistent.

“Sometimes people were hired based on just two interviews – one with a hiring manager, one with a team member. Without a structured process requiring multiple interview stages, there were biased decisions being made. There was no cross-functional interviewing and limited time invested in the process.”

Barbara Gaillard

Global Director of Talent Acquisition Operations at MessageBird





The lack of structure in the hiring process also meant that there were limited capabilities to track hiring outcomes. Recruiters were reporting up to executives on the total number of hires, using the software Recruitee to capture data. The tool, however, wasn't driving company-wide alignment and there was no tracking of more detailed KPIs.

With only two recruiters and lots of open roles to fill, the company needed a solution that would help them structure their hiring process and provide them with the data they needed to drive the best hiring outcomes at scale.

The solution

With their key challenges in mind, Barbara invested in the Advanced version of Greenhouse. Familiar with the system from her time as a recruitment leader at Greenhouse customer Booking.com, Barbara knew that aligning MessageBird around Greenhouse as their sole hiring software would help to drive the outcomes they needed.

Fortunately, Gilles Stephan, Global Head of Talent Acquisition at MessageBird, had already established buy-in around Greenhouse when he was brought in as a consultant two months earlier. With alignment on Greenhouse as MessageBird's hiring software, Barbara could focus on establishing the capabilities for competency-based interviewing and reporting on key metrics. She began to structure a framework for success, and aligned the team to approach every hire at MessageBird as a team sport.

The results

More inclusive hiring outcomes

In just 3 months, MessageBird transformed their hiring by structuring their process within Greenhouse. By ensuring that all role kits and interview plans are tracked within the system, recruiters, hiring

managers and interviewers are now aligned on every step of the hiring journey.

Not only has this internal alignment improved the candidate experience, it has led to more inclusive hiring outcomes. The MessageBird talent acquisition team has trained employees on structured hiring within Greenhouse, working to eliminate hiring biases in their interview process. Interview panels are now intentionally more diverse, and competency-based interview scorecards must be completed before hiring decisions are made. This ensures that all candidates are fairly and consistently evaluated based on their skills and experience, not hunches or personal preferences.

“With Greenhouse’s structured hiring model, we’re empowered to make smart hiring decisions that are based on unbiased feedback, rather than ‘gut feelings.’ The focus today is on the quality of the assessment.”

Gilles Stephan

Global Head of Talent Acquisition at MessageBird

A data-driven approach to hiring

By centralizing all of their hiring data, the MessageBird team feels confident in their hiring outcomes and their ability to use Greenhouse consistently in order to ensure data integrity.

In addition to regularly reviewing efficiency metrics such as time to fill and time to hire, the MessageBird team can quickly leverage Greenhouse to evaluate the quality of their hires – from pipeline health metrics to conversion metrics – at every stage. Now, instead of simply reporting on the number of hires made, MessageBird maintains a sophisticated, data-driven approach that provides a complete picture of their hiring performance.





“We like to say Greenhouse is, ‘home.’ It’s our only source of truth. If it’s not in Greenhouse, it didn’t happen – and that helps us focus only on the data we need to reach our hiring goals.”

Barbara Gaillard

Global Director of Talent Acquisition Operations at MessageBird

To maintain a data-driven mindset, the recruiting team hosts regular company-wide, Greenhouse refresher trainings on topics such as how to maintain a proper hiring process and how to appropriately complete a scorecard. They share out quarterly recaps on recruiting data that help their talent acquisition team and the business as a whole operate more efficiently.

Hiring for what’s next

The structure and alignment of MessageBird’s hiring process allows them to find the right people for the long term.

Looking ahead, the MessageBird team is excited to continue expanding their reporting capabilities, particularly with visual, real-time reporting, and to start utilizing the Greenhouse DE&I feature set. The company continues to see rapid growth, all while maintaining an inclusive and structured hiring process that supports their continued success.

“We’ve built a well-oiled machine to meet the demands of a growing organization with Greenhouse. **Today, we’re hiring for the future.**”

Barbara Gaillard

Global Director of Talent Acquisition Operations at MessageBird



greenhouse

Greenhouse is *the* leading hiring software company. More than an ATS, we help businesses be great at hiring through our powerful philosophy, complete suite of software and services, and large partner ecosystem – so businesses can hire for what’s next.

To learn more, visit
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