Customer story

How Anaplan delivers a quality new hire experience with Greenhouse Welcome

greenhouse + Anaplan
The challenge

A growing need for an automated and consistent onboarding process

Greenhouse solution

Personalized and structured global onboarding with Greenhouse Welcome
About Anaplan

Anaplan is a multidimensional data planning software platform that transforms how companies see, plan and run their business. Anaplan has grown rapidly since their founding in 2007 and now employs 2,100+ people across 21 global offices, serving over 1,700 customers.

As Anaplan was growing, they created an Employee Development Team to scale their growing operational and talent initiatives. This growth included new hires joining from multiple locations, domestically and internationally, which presented an opportunity to make adjustments to their onboarding process. Onboarding was eventually tasked to the Employee Development Team, who began exploring ways to enhance the new hire experience, regardless of location.

The challenge

Onboarding new employees was initially run by individual office managers who knew their locations best. As Anaplan was experiencing both rapid growth and an increase in distributed employees, scaling their onboarding process at the business unit level became uneven and unsustainable.

When the Employee Development Team began re-imagining their onboarding process, they initially leveraged a platform that changed the way the process ran and that was familiar to their entire team – Anaplan itself. The Anaplan model initially solved several logistical challenges. It created a space where the team could access everything onboarding-related in one internal system. Having a space where the team could get everything they needed was not only a helpful organizational step, it also demonstrated the power and adaptability of Anaplan as a business planning tool.

But with more and more employees joining globally, the team wanted to be able to communicate with new hires in a more automated fashion.
and provide them all with the same information about what to expect as Anaplan employees. The team soon realized they needed to explore an additional tool to manage their growing onboarding needs.

The solution

Anaplan started using Greenhouse Recruiting in 2018 to meet their structured hiring priorities. After regularly reviewing their progress with their Greenhouse representative, the team decided to bolster their onboarding program and new hire experience – and the foundational hiring processes they were building with Greenhouse.

With much of their onboarding process still running through their existing systems, the team shifted their onboarding goal to providing a more consistent experience to all new hires, regardless of their physical location. Anaplan wanted to maintain some regional variety in how new hires were introduced to the company, but in a way that could be consistently managed.

“Greenhouse Welcome just kind of fell into our lap – it just made sense for us.”

Jennifer Nelman
Senior Manager of People Operations Programs at Anaplan

With the success of using Greenhouse Recruiting for their hiring needs established, the team decided to add Greenhouse Welcome to their suite of resources.

Diana Sekhon, Program Manager, People Operations, took ownership of Greenhouse Welcome along with a working group on the Employee Development Team. Based on their challenges up to that point, they decided to use it to build out a new hire experience that was both tailored to each location and managed centrally by one team.
Results

Anaplan has already onboarded more than 500 new hires with Greenhouse Welcome, beginning with their North American offices and expanding to their EMEA and APAC offices two months later.

Anaplan is now looking ahead to improvements they can make to their welcome experience. Their next plan is to create a 45-day onboarding survey to better capture new hire feedback and then incorporate it into the welcome experience. The team is also looking into how to foster a sense of belonging before day one using the Choreographed Introductions feature, with the aim of bringing their rapidly growing workforce together even more.

Anaplan has gained consistency of experience by using Greenhouse Welcome for their new hires. They’re fielding fewer questions and the volume of email to their onboarding alias has been reduced by 95%, freeing up their People Operations Team to focus on important employee engagement initiatives.

“Greenhouse Welcome has helped us achieve continuity to ensure that all of our employees are on the same page.”

Diana Sekhon
Program Manager of People Operations at Anaplan
As Diana explains, “Onboarding is organized and in one place now. It’s easier for our new hires to keep track of all key onboarding information in Greenhouse Welcome rather than saying ‘Good grief – another email?’”

In other words, Greenhouse Welcome means a transformed onboarding process for Anaplan – one where the team can effectively see, plan and run onboarding as they keep growing.
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 greenhouse.io