



Customer story

How Greenhouse Onboarding gives Hudson River Trading the agility to build belonging in a distributed and global workforce

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Introduction

Hudson River Trading (HRT) uses a scientific approach to automate the trading of financial products. As the company has grown to 500 employees across nine global offices, the need to scale and automate their onboarding process has grown along with it.

LoriBeth Manzolillo, Human Resources Lead, and Hannah DiBruno, Human Resources Operations Specialist, were looking for a more efficient way to onboard their growing workforce while keeping HRT's company values central to the new hire experience. They needed a tool that would save their small-but-mighty people operations team time – while making sure new hires felt welcome to the company, regardless of their physical location.

Building on their partnership with [Greenhouse Recruiting](#), the team explored the ways that [Greenhouse Onboarding](#) could support their goals, save the team time and streamline their onboarding process.

The challenge

When LoriBeth first joined HRT, a company with an eye toward innovation and automation, she encountered a familiar challenge with how onboarding was being managed: spreadsheets. So many spreadsheets.

LoriBeth's first step was to design an automated onboarding process herself, building on the myriad Google Sheets that were used to track new hires and the associated onboarding tasks. She was able to automate the flow of key new hire information from Greenhouse Recruiting to get started.

She then used every tool in her toolkit to streamline and automate the process. She combined Zaiper's automation features – “zaps” – detailed Trello boards and information tracked in Google Sheets and





Greenhouse Recruiting into one custom-built system. This innovative system worked initially, but started encountering challenges as more employees joined the team.

“It was like a Zapier house of cards I built myself. I’m not a coder, so if there was an error in the process somewhere, it would take hours to figure out how to fix it.”

LoriBeth Manzolillo

Human Resources Lead at Hudson River Trading

Glitches were common and the Trello board that was once an efficient way to track the progress of new hire onboarding was becoming unsustainable as the organization grew. When changes to the process needed to be made, a link could break and require hours to fix – or even find. LoriBeth knew all too well that the purpose of automation was to make a process more efficient. A process that was effective at one time had scaling challenges, despite her best efforts to maintain the system, handle onboarding logistics and welcome new hires to the company.

Fortunately, in early 2021, LoriBeth was able to grow her team and gain an onboarding partner in Hannah. After auditing their in-house system together, LoriBeth and Hannah agreed that they needed a better solution that saved them time and placed HRT’s values front and center to the new hire experience.

The solution

LoriBeth and Hannah knew an automated solution would best address their onboarding goals. And they needed a system that would make it easier, not harder, on their team to manage the growing number of new hires and communicate with a growing distributed team. Building on the

existing partnership with Greenhouse Recruiting, LoriBeth and Hannah started exploring how Greenhouse Onboarding could help their team.

When their Greenhouse representative discussed Greenhouse Onboarding as a potential solution, LoriBeth and Hannah loved the fact that it offered truly automated task management workflows that allowed their team to define and manage all onboarding operations in one place. Greenhouse Onboarding also develops a consistent plan that brings structure to the onboarding process as well as a personalized welcome experience that showcases company culture – key priorities for the HRT team. Ultimately, they decided to adopt Greenhouse Onboarding to see the impact it would make on HRT's business.

Upon exploring the solution, LoriBeth and Hannah found immediate value in the task assignment features, which automated the internal tasks that various teams at HRT need to be informed about, such as new hire welcome emails, hiring manager emails and logistical support.

With all of these steps being automated and configured within one system, it alleviated the challenges of maintaining the old system and the risk that came with the multi-step process of Google Sheets, Zaiper and Trello. Greenhouse Onboarding replaced more than 40 custom Zapier automations directly related to onboarding and many more related to other non-onboarding tasks.

“When we set up the first onboarding tasks in Greenhouse Onboarding, I could’ve cried at how simple the process was.”

Hannah DiBruno

Human Resources Operations Specialist at Hudson River Trading

Greenhouse Onboarding has allowed Hannah to directly collaborate with hiring managers, who were experiencing the challenges of onboarding a distributed workforce due to the COVID-19 pandemic.





Hannah is now able to assign tasks to hiring managers directly, immersing them in onboarding and giving them more agency over the new hire process, rather than viewing onboarding as a purely logistical endeavor run by people operations.

They were also able to combine the best of Greenhouse Onboarding automation features with a welcome experience that enabled employee belonging. Task automation and features such as Choreographed Introductions and new hire buddy/class emails allow new hires to get to know each other before their first day. Now, new team members from across HRT's nine global offices start interacting by email before their start date, enabling that sense of belonging that was lacking in the old system. New hires are also immediately exposed to HRT's company values when they log in to Greenhouse Onboarding for the first time, ensuring the whole team is grounded in the company mission as they start their new jobs.

The results

LoriBeth and Hannah are now enjoying a truly automated onboarding solution and the HRT team is able to showcase their company culture to their growing workforce. But Greenhouse Onboarding has also allowed them to adapt their process in a remote world. Now, hiring and office managers in other locations are assigned tasks specific to their offices when new hires come on board. The in-house system described above was only designed for the head office in New York. Greenhouse Onboarding means tasks can now be customized and assigned to any location, which was especially critical when the pandemic hit and more employees were being hired remotely.

With Greenhouse Onboarding, the logistics of onboarding are more agile, more streamlined and less error-prone. Through designing a personalized welcome experience, HRT can now highlight different business functions, their employee resource groups (ERGs) and their company values – all the information that helps new hires become more knowledgeable about the company and culture.



Onboarding at HRT is no longer a mentally taxing process for the human resources team and hiring managers. The reminder fatigue from logistical actions like sending new hires laptops has been replaced by automated reminders sent to hiring managers and employees. Hiring managers and new hires now have more agency over the onboarding process and the various automation features reduce the administrative lift for the HR team.

With all the time saved from not having to maintain the old system, the HR and people operations team are now able to focus on more strategic functions. LoriBeth and Hannah can now spend more time generating offer letters, interfacing directly with recruiters and conducting company benefits analysis. The ability to sync info between Greenhouse Recruiting and Onboarding also ensures there's always a single source of truth for all onboarding and new hire information.

Looking ahead, the HRT team is hoping to enable even more of the automation features made possible by Greenhouse Onboarding. The team is now focusing on building out an integration with their HRIS, ADP – one of the integration partners with Greenhouse Onboarding. Hannah will no longer be spending two hours per week manually adding new hires into ADP, and this automation feature will ensure better data integrity and consistency within their HRIS.

“By automating tasks and engaging new hires in a personalized welcome experience, you both enhance the company culture in the distributed and global workforce and prevent burnout within HR teams.”

LoriBeth Manzolillo
Human Resources Lead at Hudson River Trading

The team is now more quickly and easily able to adapt to ever-changing needs for onboarding, which has been essential to responding to global events and their growing workforce. “If you’re using a manual process or systems that don’t speak to each other, it’ll slow your ability to grow,” Hannah explains. “We would not have been able to onboard over 60 interns and classes of 30 new hires as quickly without Greenhouse Onboarding.” And as HRT continues to grow, Greenhouse Onboarding will grow along with it, supporting and automating their onboarding process and providing an outstanding new hire experience at every step of the way.





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