



Customer story

Brewing up streamlined hiring processes at Philz Coffee

Crafting a consistent and considerate candidate experience with Greenhouse

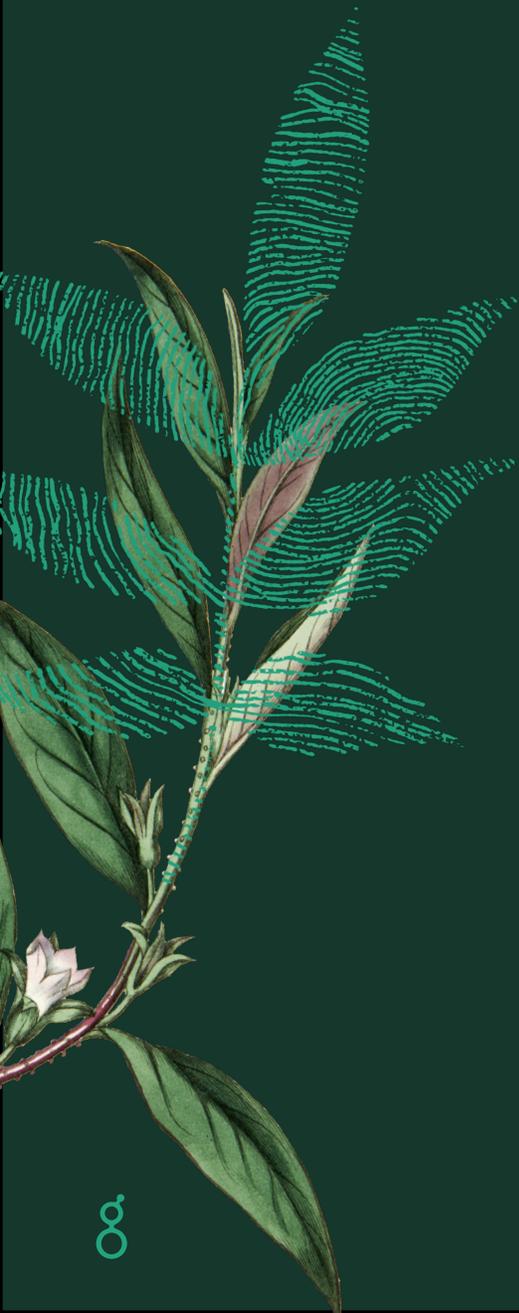
greenhouse + 

Philz' challenge

High-volume hiring and an outdated ATS meant recruiters were overwhelmed with administrative tasks

Greenhouse solution

An intuitive and simple hiring process that lets recruiters focus on high-value activities



Fast facts

2003

company founded

15+

customized coffee blends

60

store locations

1,000

employees



About

Founded by Phil Jaber in San Francisco's vibrant Mission District, Philz Coffee has always had one goal in mind: to better the days of everyone who walked in. It's not just about coffee – it's about people. Now with dozens of stores in four states (and Washington DC), Philz remains true to its roots, brewing each cup of coffee to the individual customer's specifications.

The challenge

Every Philz employee (it's "team member" at Philz) – from the baristas and team leads in the retail stores to the marketers and developers in the head office – is screened and interviewed by the recruiting team. While this approach ensures new hires are aligned with the company's culture and values, it obviously puts a strain on the recruiting team, given the high-volume nature of hiring for retail roles. An internal audit revealed that their old ATS, iCIMS, was so clunky and unmanageable that recruiters were spending 40% of their time on admin work.

Chief People Officer Carolyn Frey says, "Our recruiters were creating so many systems and workarounds outside of it." These inefficiencies didn't just unnecessarily burden recruiters, they also led to a sub-par candidate experience. Carolyn says, "We want every candidate at Philz to have an experience consistent with our core values, and a consistent experience whether they get an offer or not." This is critical because many applicants are also loyal Philz customers and, at the end of the day, are all people they care about.

The solution

Carolyn says it was easy to make the case for a new ATS because, "My whole job is to make sure recruiters are spending time with the candidates that are most likely to be a fit for Philz and on high-value

activities.” Her team partnered with their VP of Digital to gather requirements. “We wanted to have all the functionality we didn’t have,” says Carolyn, which included ease of opening a new role, moving candidates through the pipeline, scheduling and visibility into messaging. Carolyn is impressed by how well Greenhouse complemented Philz’ company mission to better the days of their customers and candidates.

Results

Switching from iCIMS to Greenhouse feels like “we went from a Geo to a Bugatti,” according to one of their Senior Recruiters.

Frictionless hiring process

The slow and hand-crafted approach works for brewing a cup of Philz, but for handling hundreds of applicants? Not so much. With Greenhouse, Carolyn says, “The candidate screening process is just so easy.” Philz Recruiter Christine Rhoades echoes this sentiment: “Prior to Greenhouse, we would use multiple systems and processes throughout one candidate journey. It’s now a one-stop shop with Greenhouse.”

Consistent candidate experience

Now that recruiters can manage every step of the hiring process through Greenhouse, “it feels like we’re actually realizing our dream of delivering a consistent, values-aligned, candidate experience,” says Carolyn. She also passionately believes that capturing objective, skills-based, interview notes leads to better hiring decisions. Interviewers are now nudged to provide reasons for the candidate assessments they give.





Recruiters focused on high-value activities

While recruiters were focused on “chasing admin” before, they’re now doing exactly what they should be – strategic sourcing, high-quality interviews and creating a candidate experience that’s aligned with Philz’ mission and values. Recruiter Thomas Hinderlie says, “Nudges, custom dashboards and seamless integrations free up my time and allow me to focus on our candidate experience instead of our process and systems.”

“To say that Greenhouse has been a game-changer for the recruiting team at Philz would be an understatement. From the Recruiter Dashboard to Interview Kits and Scorecards, we have reduced and streamlined admin tasks, allowing us to focus even more time on finding high-quality candidates who will thrive at Philz.”

Christine Rhoades
Recruiter at Philz



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
greenhouse.io