Customer story

Toast relies on Report Builder to power Talent Acquisition Operations

The upgraded Greenhouse reporting solution offers an intuitive and customizable approach to collecting data
The challenge

The Toast TA Ops team used to hack together reports to try to get exactly what they needed – a manual and time-consuming process that was far less than optimal.

Greenhouse solution

The all-new Report Builder simplified and streamlined custom reporting, putting the right data at the TA Ops team’s fingertips.
About Toast

Toast is a complete technology suite for the modern restaurant. Whether you’ve ordered a latte online, picked up some tamales at your local farmers market or settled up after a round of beers at your favorite brewery, chances are you’ve interacted with their online ordering or point of sale solutions. Toast prides itself on being flexible and intuitive while delighting its customers. Today, one out of every five new restaurants on Toast comes as a referral from an existing customer.

The challenge

Director of TA Operations at Toast Lori Busch says, “My team is responsible for telling the TA story through analytics.” Lori and her team regularly dig through data to get a sense of what’s happening with hiring and predict how likely the TA team is to meet their hiring goals.

This was especially important leading up to 2020, since Lori says Toast was experiencing hypergrowth and had super aggressive hiring plans. In 2019, they hired close to 2,000 people and in the first few months of 2020 they were hiring over 100 people each month. Then the COVID-19 pandemic happened. Restaurants were hit hard initially with closures and the transition to takeout/delivery only. These changes accelerated a trend that had been happening for years: the digitization of the restaurant industry. “Throughout the crisis, we’ve witnessed restaurants leveraging our technology in new and innovative ways to survive,” says Lori. Toast began hiring again at the end of 2020, and started the new year with about 200 open jobs.

But Lori couldn’t get all the information she needed from Greenhouse’s previous reporting tool. “I had this constant problem where this report would be 90% of what I needed. But without this really crucial piece of information, I couldn’t actually get to what I wanted,” says Lori. As a result, she ended up trying to glean the data points she needed by cobbled together different reports.
Lori also tried to work around the problem by feeding data into Greenhouse integration technology partner Looker. This caused problems when stakeholders needed fast answers. “If anyone pings me and says, ‘I need to know how many people you hired this month’ and go into Looker and it has an update or it’s lagging, that can be a real problem,” says Lori.

The solution

In late October 2020, Greenhouse launched the all-new Report Builder with more intuitive workflows and a robust range of data fields and filters that allow users to get to the answers and the right data they need much more quickly within the tool. “Thanks to the new and improved Report Builder, we can now pull custom reporting directly out of Greenhouse the moment we need it,” says Lori.

Results

With Report Builder, Lori can now get immediate answers to frequent questions about the Toast TA team’s performance and progress against goals. No more time wasted stitching together different reports or waiting for Looker to load. Plus, she can now use reporting to monitor trending data and see how much time candidates spend in the recruiting funnel, the time to hire for a specific job and also how various sources are converting candidates, all right within the Greenhouse Recruiting platform.

Intuitive workflow means minimal time spent onboarding

Getting started in Report Builder was simple, says Lori. “It was intuitive and easy to just plug and play.” Lori immediately understood what each field and filter would do. She also appreciated the intuitiveness of dragging and dropping along with quick export capabilities.
Robust range of fields supports the TA Ops team’s every need

Lori can now choose from a wider range of fields so she can get the exact data she needs. She can pull a hires report with all the details, drag columns in and use different filters instead of filtering and exporting manually. This has been a game-changer for her team. “The sea of fields to choose from and the ability to mix and match them allows us to tell the story that we want to,” says Lori.

Auto refresh saves the Toast team hours every week

One of Lori’s favorite features is the auto refresh. Since she regularly meets with stakeholders like the Chief People Officer and SVP of Sales, she can anticipate the questions she’ll needs to answer. Instead of manually pulling this data, Lori set up several reports to live feed directly into her dashboard. “Report Builder has made this so much easier because I can custom build the reports I need.” With the auto refresh feature and Report Builder in general, Lori has easily saved at least two hours per week that she would have spent exporting and uploading reports.

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Lori Busch
Director of TA Operations at Toast
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.

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