



Customer story

# Finding a hiring solution to meet a need for speed

greenhouse + HubSpot

# Introduction

HubSpot was experiencing rapid growth post-IPO. They had 980 employees and needed to hire aggressively. However, they knew that they couldn't scale recruiting fast enough to keep up with their headcount needs.

This is the story of how HubSpot assessed their options and decided to switch over to Greenhouse. That decision allowed them to develop a powerful hiring machine and bring on the talent needed to double their employee base, open multiple offices from scratch and create a talent acquisition culture that matched their powerful business culture.

## Industry

Global industry leader in inbound marketing and sales software with 34,000 customers in 90 countries

## Company size

2,000+ employees

## Headquarters

Cambridge, MA



#### Hubspot's challenges

Unable to scale hiring quickly enough, an inconsistent hiring and evaluation process, low company involvement in the recruiting process, limited control over candidate experience and low recruiting team credibility.

#### Greenhouse's solutions

Scaling hiring and increasing the effectiveness of all sourcing channels, implementing a thoughtful and consistent hiring process, improving hiring team engagement across the board and shifting to a data-driven approach.



# HubSpot's challenge

HubSpot knew they weren't equipped to scale hiring. While they already had an ATS, the shortcomings of that system pushed department heads to independently choose whatever tools their teams wanted, rather than collaborating on a centralized hiring platform.

Unsurprisingly, this drove the creation of multiple informal applicant tracking systems. At one point, HubSpot was using (1) several external vendors varying from department to department, (2) an internal shadow ATS built by the product team to overcome shortcomings in the formal ATS and (3) manual tracking in spreadsheets. This resulted in a number of restrictions on the company's hiring capabilities.

## Limited control

As a result of having multiple talent acquisition systems, the recruiting team had minimal oversight and control over interview processes. While the recruiters had adapted to the environment and were able to get people into seats, they weren't equipped to provide HubSpot's hiring team with thoughtful, centralized guidance and structure.

“The limitations of our legacy ATS meant that getting clear insights into our recruitment engine, quickly and accurately, was really hit-or-miss. As a result, we found it hard to pinpoint areas in our hiring processes that we needed to optimize or improve.”

**Declan Fitzgerald**  
Global Recruitment Director, HubSpot



## Fast facts

### Rapid growth

Recognized by Inc., Forbes and Deloitte as one of the world's fastest-growing companies

### Size & scale

34,000 customers in 90 countries

### Partnerships

75 integration partners

## Inconsistent hiring process

The challenges associated with the legacy ATS meant that evaluation processes varied drastically across teams, managers and roles. That resulted in what was – at one point – 27 unique interview processes across 70 roles. The recruiters knew that this lack of structure was causing hiring mistakes and that the company had to be missing out on talent.

## Poor company engagement

The clunky legacy ATS user interface didn't inspire interviewers to use the system, or leave good (if any) feedback. That meant candidate evaluation data was limited in quantity, inconsistent and not very objective. In addition, approval wait times for job reqs, offers and other mission-critical steps were often several days, resulting in an onerous and lengthy hiring process.

## Lack of recruiting team credibility

The recruiting team's limited access to data about the hiring funnel made it challenging to gain credibility with both their counterparts in other departments and HubSpot executives.

## Poor candidate experience

HubSpot's legacy ATS gave the recruiting team weak levers and limited visibility into the candidate experience. That caused careless mistakes that hurt candidates' perception of the company – and their ability to win top talent.



# HubSpot's evaluation criteria

There were five key things the recruiting team knew they wanted in a talent acquisition platform as they made the decision to switch.

## 1) Improved candidate experience

The team really wanted a tool that would allow them to provide a stellar experience to potential hires. Greenhouse was compelling because it is easy to integrate, very user-friendly for candidates and allows recruiters to spend less time managing admin in the ATS and more time interacting with candidates. HubSpot also knew that the ability to improve key processes – like streamlining approvals and reducing wait time on interviewer feedback—would enable them to make decisions faster, which would be a win for both candidates and the company. That was a top priority for HubSpot and front of mind in their search for an ATS.

## 2) Improved control over the hiring process

They also wanted an ATS that allowed for a high degree of customization. That meant a user-friendly product that enabled the recruiting team to easily make changes in the ATS on their own. In contrast, HubSpot's legacy ATS was very rigid. For example, if recruiters wanted to add a new stage to an interview process, they would have to submit a ticket to the vendor.

## 3) Integrated system

HubSpot was looking for an ATS that would work seamlessly with the other components of their recruiting stack. On day one, the new ATS needed to be integrated with Workday and HubSpot's careers page. HubSpot also knew that they wanted to integrate with a number of sourcing, video interviewing, testing and other applications in the near future. The operations team spent a lot of time looking at APIs, webhooks and integrations in order to make their decision.



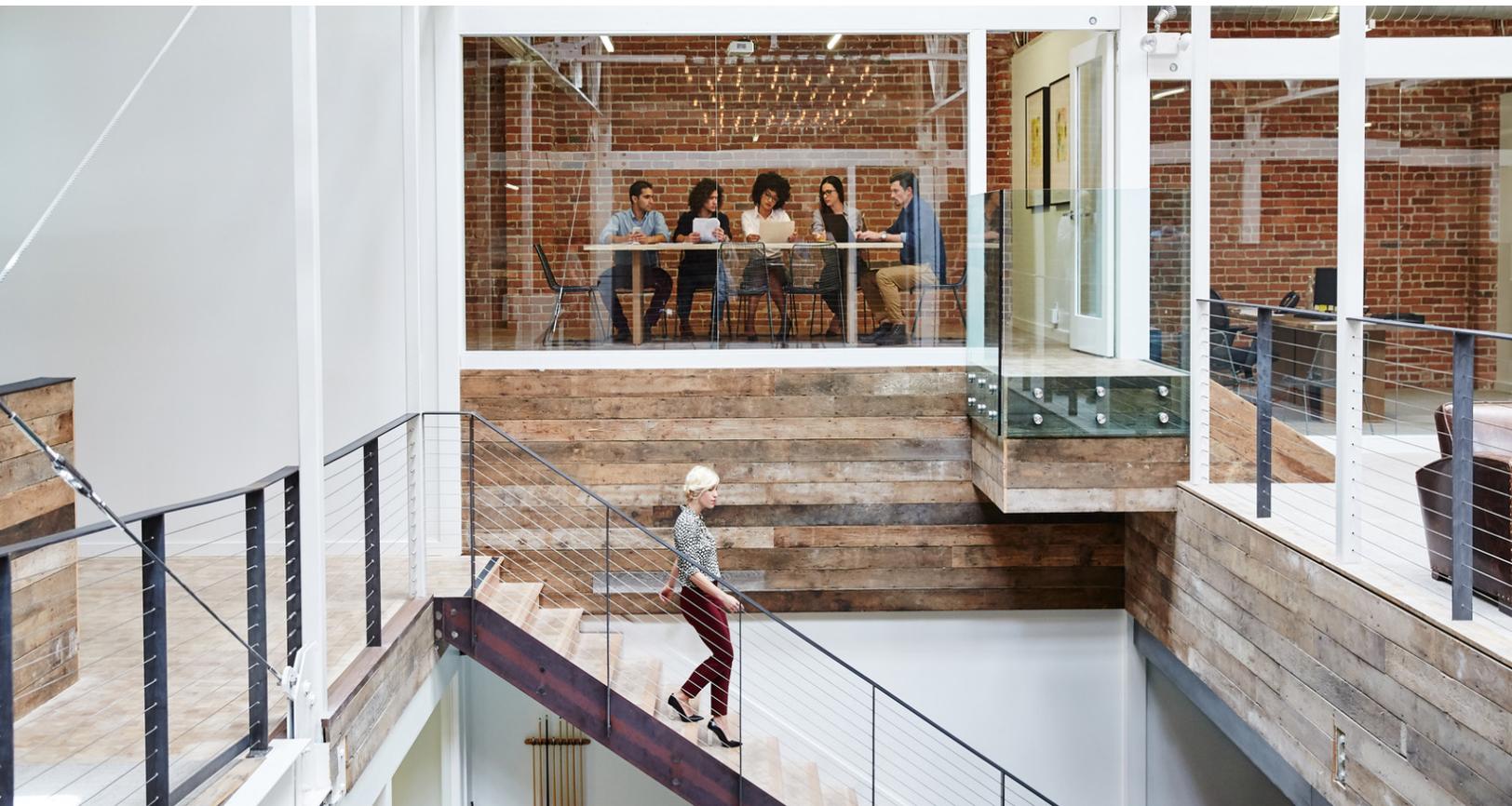
Greenhouse's ability to support all of these needs and already-robust slate of integrations were also reasons that drove HubSpot to select Greenhouse.

#### **4) Make hiring a team sport**

They wanted a tool that would get everyone engaged with hiring. That meant the new tool had to make it easy for team members to leave feedback and be involved in the hiring process. It was extremely important for them to find something that would be intuitive and engaging, yet still extremely powerful in terms of functionality, customization and analytics.

#### **5) Data driven**

The team knew they needed to become more metrics-driven in order to increase hiring ROI, iterate on their hiring process and improve the recruiting team's credibility and impact.



# Greenhouse's solution

## An empowered organization where talent acquisition is driving scaled hiring

HubSpot evaluated a variety of systems before making the decision to switch to Greenhouse. That decision ultimately drove a number of game-changing results. One of the chief outcomes was the way in which hiring became a source of employee engagement and competitive advantage for HubSpot. With Greenhouse, the recruiting team was given the tool they needed to build the process that was best for the business.

HubSpot's recruiting team quickly became a well-oiled machine, leading the company through the successful hiring of 1,000+ new employees and the opening of four global offices from scratch, all built on the Greenhouse Recruiting product.

## The results

8.6x

increase in  
candidate referrals

6.4K

candidate  
referrals in 2017

1.5

hours on average for  
turnaround time on  
interviewer feedback



# Prior state and outcomes

Multiple ATSs resulting in inconsistent evaluation processes

**One system** used by every department and global office, creating a consistent process

Wasted time and money on poor-performing hires

Time and money reallocated to value-driving activities, resulting in **fewer bad hires**

Difficult to inspire employees to submit referrals in clunky legacy ATS

Referrals **increased from 55 to 531 per month**, becoming a major source of hires

Entire team rarely completed feedback and oftentimes gave it verbally

Dramatic increase in speed of interviewer feedback from entire team

Limited hiring team visibility into candidate qualifications

Clear view of candidate skills and attributes

Manual and time-consuming approval process for new job reqs and offers

Approvals automatically routed within Greenhouse, **decreasing time-to-hire**

Lack of actionable data made it difficult to discern what was and wasn't working

Strong visibility into recruiting funnel through Greenhouse

Missing or flawed data led to unreliable reporting, making it difficult to manage pipelines

Ability to reliably predict when hires will be made and strategically manage pipelines



# 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](https://greenhouse.io)**