



Customer story

How Echo Global Logistics prioritized people with structured hiring

greenhouse + **ECHO**||

Introduction

The recruiting team at Echo Global Logistics needed an ATS that would provide them with the framework and the tools needed to standardize their hiring efforts across their entire company.

In this customer story, we'll explain how the recruiting team delivered on a people-oriented culture after partnering with Greenhouse.

Industry

Transportation and supply chain management

Company size

2000+ employees

Headquarters

Chicago, IL





Echo's challenge

Scale the hiring processes across the entire company with ease, build a winning hiring culture and create the best internal and external experience for everyone involved.

Greenhouse's solution

Systematically empower employees to participate in the all-company hiring process and instill greater confidence in Echo's recruiting team.

Delivering on a people-oriented culture

The executive team at Echo has always recognized the value of their people. With their previous ATS, collaborating with hiring managers was a challenge, and valuable data was hard to find. When the company started gearing up for a period of rapid growth, the recruiting team realized that they didn't have the tools or the bandwidth to deliver great company-wide results.

“We didn’t look put together and we were giving educated guesses. The info we needed wasn’t at our fingertips – it was, **we think** this is happening and **we feel** that is happening.”

Laura Martin
Recruiting Manager

A need to scale recruiting’s impact

Historically, Echo’s internal recruiting team was small, and focused most of their efforts filling out sales roles to sustain their company’s accelerated growth. The rest of open headcount throughout the organization was filled by internal applicants from sales, and augmented with a bit of outsourced hiring by costly agencies to build out supporting departments.



Over time, Echo's recruiting team developed a structured hiring process for sales that generated an improved quality-of-hire and less attrition within the department. The division was in great shape – working at an elevated standard and driving more revenue. Executives saw that the recruiting team could deliver the same value across the company, so they moved away from contracting agencies and devised a plan for their in-house team to scale their processes.

Because of Greenhouse's flexible workflow, Echo's hiring process became efficient, organized and streamlined for recruiters, executives and everyone in between – truly making recruiting a company-wide effort.

However, the ATS they were using wasn't built to support them in this undertaking. The legacy ATS the team inherited required a manual approval system, which drastically slowed down their hiring timeline. The ATS was also inflexible, making it hard to input data, and even harder to locate and share valuable and actionable insights with stakeholders throughout the company. As Talent Acquisition Operations Manager Laura Martin recalled, "We didn't look put together and we were giving educated guesses. The info we needed wasn't at our fingertips – it was, we think this is happening and we feel that is happening."

It was time for Echo Global Logistics to look for a robust solution that would help them scale with ease, establish the foundations for a winning hiring culture and create the best internal and external experience for everyone involved.

Changing the hiring conversation

After implementing Greenhouse, the Echo recruiting team saw improved results and relationships with a variety of key stakeholders.

Before

Interviewers walked out of interviews without getting the right information from candidates.

Collecting feedback from hiring managers required time and some chasing.

Execs had a hard time with the bulky, manual approval process that forced them to send emails back and forth, delaying offers.

With Greenhouse

The recruiting team created interview kit templates for all role types so the recruiting team can guide hiring teams, and interviewers can get the right information from candidates.

The introduction of scorecards has improved the relationship between recruiters and hiring managers, enabling them to have structured conversations focused on candidates and interview feedback.

Greenhouse's intelligent automated approval process makes it simple for the right execs to approve offers.

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The Greenhouse game-changer

Leveraging the reports in Greenhouse has been critical for the company. For example, with the pipeline report, recruiters can access, analyze and share the bigger story of a req with the right stakeholders across department.

Data-driven insights

Time-to-fill

Echo's recruiting team is now hitting the targeted start dates that finance forecasts for each open role.

All jobs summary

Whether it's an open, closed or struggling position, they're able to see it all in a summary of progress broken down by department and per recruiter, and to share this data set with key stakeholders in each department.

Source quality

Using a core Greenhouse report – Source quality – Echo can track which sources are delivering the best results so the recruiting team can better prioritize their time and budget.

Beyond using that key report as a conversation starter, Echo has seen improvement on a variety of critical metrics.

By partnering with Greenhouse, Echo has been able to systematically empower their employees to participate in the all-company hiring process and instill greater confidence in their recruiting team.

Results



Offer approval time reduced from three days to less than one



Standardized recruiting process throughout the company



Instantaneous interview feedback from hiring managers



The results were visible and consistent: the offer-to-approval time was reduced from three days to less than one, and getting interview feedback from hiring managers went from taking about a week to happening instantaneously.

The recruiting department had already proven they could deliver stellar results – Greenhouse only helped them scale those outcomes throughout the rest of the company by giving them the best tools, the right amount of functionality and insight on valuable metrics.

As Laura put it, “There was always a culture of recruiting as being a strategic part of the business, and partnering with Greenhouse has allowed us to better demonstrate how recruiting is bringing impact throughout the company.”



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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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