



greenhouse + 

Sharpening the recruiting process at HelloFresh

Overview

HelloFresh delivers “cook from scratch” meal plans straight to your door, with easy-to-follow-recipe cards and high quality, pre-portioned fresh ingredients

Fast fact

HelloFresh offers a variety of meals to choose from each week, all of which take only 35 minutes to prepare

Company size

500+ employees

Industry

Customer service

Results

100K

applicants in one year

90%

offer acceptance rate

14

days source-to-close

HelloFresh's challenges

HelloFresh wanted to transition from spreadsheets and emails to an applicant tracking system to get better at recruiting and scale the business. Greenhouse provided HelloFresh with a platform to manage candidates in one place and foster team collaboration.

HelloFresh focused on:

- Measuring sourcing channel effectiveness to wean off of agencies
- Capturing candidate communications
- Empowering hiring team members to take initiative
- Implementing structure to ramp up global operations

Greenhouse's solution

HelloFresh partnered with Greenhouse to create a structured recruiting process and incorporate more planning and strategy in hiring developers. HelloFresh also utilized Greenhouse's integration partners to widen their sourcing net.

HelloFresh was able to:

- Schedule social media posts to tap employee talent networks
- Leverage the LinkedIn integration to source candidates seamlessly
- Consolidate interviewer notes and feedback to make better hiring decisions
- Utilize duplicate management features to mitigate candidate clutter

