

# Renewal by Andersen | Esler Companies Centralizes Recruitment to Drive Business Transformation

## CHALLENGE

A national leader within the home improvement industry, Esler Companies is one of the largest affiliates of Renewal by Andersen (RbA), the top manufacturer of premium replacement windows and doors.

Finding its outdated approach no match for the evolving talent landscape, the company decided it was time to overhaul its talent strategy. Looking to build a network of talent acquisition partners and a Centralized Recruitment Team, Esler Companies set out to find a strong technology partner that could support its transformation.

## SOLUTION

“We put a strategic initiative in place where we wanted to develop a talent acquisition team and get really smart about hiring and move into a recruiter model,” says Christina Schmit, Director of Talent. That led the company to Lever — the perfect match.

“*It was the simplicity of Lever, and really, the people of Lever. We had a great connection and we felt if you’re going to do business with another company, we wanted to have that partnership.*”

- Christina Schmit, Director of Talent Acquisition

**ESLER**  
COMPANIES

**Renewal**  
by Andersen.  
WINDOW REPLACEMENT

Esler Companies is the holding company for a fleet of the top Renewal by Andersen affiliates in Arizona, Colorado, Greater Philadelphia, and Southern New England. RbA is the full-service window replacement division of Andersen Corporation, owner of the most trusted family of window brands in America for 115 years.

## Construction

Industry

## 2004

Year Founded

## Smithfield, RI

Headquarters

## 1,400

Employees

## Lever Hire

Products Using

## RESULTS

Schmit and her growing team are now able to react to the business's hiring needs, thanks to a centralized and consistent approach. With visibility across the entire talent pipeline, they can think ahead and anticipate strategic priorities as Esler Companies | Renewal by Andersen scales into new markets and locations.

### A relationship-oriented approach within the business

Thanks to Lever's automation of repetitive tasks, Schmit is able to focus on upskilling her team to have the ability to influence, communicate, and partner at eye level with hiring managers and business leaders. "We consider them our clients," she says.

### Stronger candidate relationships

Standardizing the candidate experience has allowed the company to be intentional about their employer brand. They've added more touch points throughout the process, including providing details on the benefits of employment, different perspectives on opportunities available, and what's needed to be a successful hire. Best of all, every candidate who applies for high volume roles receives a call and text that the company would like to speak with them.

### A continuous-improvement mindset

Armed with Lever's reporting and talent analytics, Schmit and her team have been able to reduce churn to surface the data and metrics they need to make decisions, quickly and efficiently.

“In order to take the business to the next level in today's talent-driven environment, technology is so important. It has to be the central piece to scaling in the business. We're so happy with our choice in Lever.”

- Christina Schmit, Director of Talent Acquisition

## ELIMINATED

the candidate black hole

## 125 HIRES

per month in 2019 on average

## 100% FOLLOW UP

with applicants for high volume roles

“The business impact [of Lever] has been tremendous. We're actually able to scale the company at a faster pace.”

- Christina Schmit,  
Director of Talent Acquisition



Lever's Talent Acquisition Suite draws the entire team together to efficiently source, nurture, interview, and hire top talent through effortless collaboration.

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