



LEVER

# How LeverTRM Enables Coupa to Hire 1,300+ New Employees in One Year

**4,500+**

projected employees  
by year's end

**21**

automation  
workflows

**40%**

headcount growth  
year-over-year

## CASE STUDY



“I couldn't imagine life without LeverTRM. The tool is critical to our candidate experience and to find the talent that we need.”



**Genil Washington,**

Senior Director of Global Talent Operations, Coupa



## Coupa Software

A global technology platform for Business Spend Management, Coupa empowers companies around the world with the visibility and control they need to spend smarter and safer.

## Product

### LeverTRM for Enterprise

## Highlights

### Challenges

- Hiring 1,300+ employees in one year
- Streamlining candidate experience
- Choosing a scalable, user-friendly ATS solution

### Solution

- Scalable ATS+CRM solution facilitates high-volume hiring
- A single view of candidates streamlines recruitment
- Advanced Automation helps nurture at scale
- Integrations add increased flexibility
- Visual Insights drive smarter hiring decisions and global DEI initiatives

### Results

- 560 hires through Lever, with a projected total of 1,300 hires by year's end
- Candidate application process reduced to 3 min
- 21 workflows automated

# Challenges

## Hiring talent to support accelerated growth

Coupa Software is on an accelerated growth path. In 2022 alone, the company reported over \$725 million in annual revenues—34% year-over-year revenue growth.

To support its rapid growth, Coupa continues to recruit talent. The company already has over 3,200 employees, and the talent team aims to grow its headcount by another 40%.

“We’re on roller skates here and not slowing down anytime soon. With all of our net new headcount on top of the positions that we’re replacing, we’re going to fill about 1,300 positions this year alone just to keep pace with the organization,” says Genil Washington, Senior Director of Global Talent Acquisition.

## Building timesaving automation

Automation is the secret to hiring at scale. Genil and her team rely heavily on recruitment software and an applicant tracking system (ATS) to source, nurture, and hire talent en masse. The goal is to fill open roles with the right people more quickly, while simultaneously building out a fantastic candidate experience.

“Internally, we’re building out our talent mobility. The same thing is true for our internal candidates—our employees. We want to make sure that they have a great candidate experience, too” says Genil.

## Finding a scalable recruitment system

Pre-LeverTRM, the biggest barrier to success was software. Coupa’s needs quickly outpaced the capabilities of their previous ATS. By switching to LeverTRM, the hiring team now has the tools to continue hiring at a very high rate while simultaneously focusing on internal mobility and DEI initiatives.



“Having an intuitive talent relationship management system wins the game. Candidates don’t want to spend a lot of time on your hiring process. They want to apply easily and enter an uncomplicated process. Being able to build out a great candidate experience is key,” Genil says.

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**“Our talent relationship management system is instrumental in accomplishing the goals that the organization has set for talent acquisition.”**

## Solution

### Grow with an enterprise-oriented solution

[LeverTRM for Enterprise](#) is a user-friendly ATS+CRM solution that streamlines the hiring process for Coupa’s applicants and its talent acquisition team. It scales alongside need, so regardless of whether Genil has to hire 1,000 or 10,000 people, Lever will continue to enhance her team’s reach, insight, and proactivity.

“Lever is evolving their tool to support the required automation and simplification of our internal processes. We see it with their analytics, which have evolved to let us pull meaningful, performative data. We also see it in their new products and upcoming releases,” she says.

### Empower hiring teams with a full suite of recruitment tools, add-ons, and integrations

Even in the middle of [high-volume hiring](#), LeverTRM for Enterprise augments Coupa’s ability to build, track, and manage candidates in their pipeline. A single convenient view of candidates enables recruiters to manage job postings congruent with headcount and budget. LeverTRM also streamlines outreach efforts, making it easy to create templated email campaigns, draft internal notes, and build out consistent interview processes without leaving the platform.

“LeverTRM’s interview tool is fantastic. It gives us visibility into the number of interviewers per coordinator and how many coordinators we need to make sure interviews happen promptly. It also enables our leadership team to provide interview feedback and make smarter decisions that drive our offer process,” Genil says.

Strategic partnerships with industry-leading software providers further enhance LeverTRM’s capabilities. Integrations that help Coupa mobilize quickly include [LinkedIn Recruiter](#), [HireRight](#), [Sterling](#), [Sapling](#), [Slack](#), and [DocuSign](#).

“The ability to connect your LinkedIn profile to Lever and apply directly through LinkedIn is essential,” Genil says.

## Boost team efficiency through automation

Lever’s [Advanced Automation](#) enables Coupa to automate common workflows using filters and triggers to increase pipeline efficiency. Since adopting LeverTRM, Coupa has implemented 21 separate automation workflows, including requisition workflows, interview workflows, offer workflows, and more.

“My favorite automation is the offer approval workflow. We’ve given the folks that need visibility the ability to see offers that have been routed for approval. We’ve also made that process more efficient, which enables us to get offers out expediently and stay competitive,” Genil says.

## Fill your hiring funnel with qualified candidates

With more competition for talent than ever before, Coupa’s ability to attract and retain candidates is a big competitive advantage. LeverTRM empowers effective [recruitment marketing](#), which in turn ushers a steady stream of best-in-class candidates into the pipeline. LeverTRM then gives Coupa the tools to nurture relationships with those candidates—so even if they’re not the right fit immediately, they may complement Coupa’s growing team at a later date.

“Not only are we refining our processes, but we’re identifying silver medalists through our interviews. Then we can pivot and offer them other roles if they’re a fit for Coupa. Lever enables us to do that,” Genil says.

## Advance global hiring initiatives via analytics

Finally, LeverTRM provides the ability to measure hiring data and provide the insights they need to achieve their global hiring goals. Customized EEO surveys, dedicated DEI dashboards, and granular analytics help Coupa’s team drive [actionable change on a global scale](#).

“LeverTRM gives us granular reports on our candidate pools. We can look at the top of our funnel and the full lifecycle of diversity data. We can even drill down into each country and see where our candidate flow is coming from in different geographies. That’s helpful, especially for a large organization with a very distributed workforce,” Genil says.

“We can then pull analytics reports out of Visual Insights. This enables us to measure current activity against past performance and share data with leadership that informs DEI decisions,” she adds.

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**“LeverTRM supports us as we build our talent pipeline. It’s an intuitive tool that makes life easier for our internal team, our hiring leaders, and our candidates.”**

## Results

### On track to fill 1,300 roles by year’s end

By reducing friction in the hiring process for both hiring teams and candidates, LeverTRM is supporting Coupa’s growth. Genil says that Lever is instrumental in helping them achieve and sustain their advantage in the search for talent.

“Using LeverTRM, we’ve made upwards of 560 hires to date, and we’re on a trajectory to hit 1,300 this year,” she says.

### Happier candidates throughout the hiring lifecycle

In addition to helping Coupa hit its hiring targets, LeverTRM has also enabled Coupa to increase hiring efficiency across the board. As a result, they’re able to move candidates through their process at lightning speed and reduce their average time to hire.

“LeverTRM reduced our application process down to three minutes. Candidates can easily peruse all of our vacant positions and apply in seconds,” says Genil.

The response from candidates has been overwhelmingly positive. Genil says that when they send out NPS surveys, they regularly receive feedback from people who appreciate Coupa's rapid process and responsiveness.

“We receive really great NPS from our candidates. We're over the 70th percentile, and we're continuing to evolve that thanks to LeverTRM,” she says.

## A partner that's wholly invested in your success

The final benefit of working with Lever is the partnership itself. Genil has worked with a lot of SaaS companies, and she says that it's common for the personal touch to fade as companies grow. But Lever continues to adapt to Coupa's needs, evolve its products, and provide scalable support, which includes dedicated customer support from Lever's top-tier Customer Success team.

“There is so much ATS software on the market, but I have never worked with a SaaS company like Lever. They're continuously innovating to support the needs of our business and they're growing with us—that's fantastic,” Genil says.

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**“Lever enables us to hit our hiring targets. We have never had to go back to our financial partners or leadership team and tell them that we haven't been able to hit demand.”**



**LEVER**

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