



LEVER

How Lever Enables Ritual to Scale Rapidly in a Competitive Market

136%

headcount growth
in 6 months

513

automated
workflows

CASE STUDY



“We’re very excited that we’ve more than doubled our team, and we are quickly scaling our team to around 150 employees. LeverTRM for Enterprise has really helped us scale.”



Thea Drake,

VP of Talent Acquisition, Ritual



Ritual

Ritual dares to reimagine what a daily multivitamin should be, by only using real ingredients, transparent formulas, and traceable supplies.

Products

LeverTRM for Enterprise Advanced Nurture

Highlights

Challenges

- Building out a scalable talent acquisition function
- Securing top talent in a competitive job market
- Streamlining recruiting and hiring workflows

Solution

- LeverTRM for Enterprise enables TA teams to nurture candidates at scale
- Built-in automation makes it easy to streamline workflows
- Data analytics provide insight into the health of candidate pipelines
- DEI dashboards and surveys enable more equitable hiring

Results

- 513 workflows set up in LeverTRM for Enterprise
- 136% headcount growth in 6 months
- Ability to continue scaling via best-in-class technology

Challenges

Building out a scalable talent acquisition function

When Thea Drake joined Ritual as VP of Talent Acquisition, her top priority was to build out a fully functional talent acquisition team. With rapid growth on the horizon, Ritual needed best-in-class talent relationship management technology to support scaling, automate mission-critical workflows, and enhance ongoing DEI initiatives.

[LeverTRM for Enterprise](#) supports all of those goals.

“LeverTRM has two big advantages,” Thea says. “First, it integrates with most of our HR software, which makes the hiring process more seamless. Second, all the metrics we need live within LeverTRM. Having those reports allows us to pivot and change our processes in a highly competitive market.”

Securing top talent in a competitive job market

Lever helps solve some of the top challenges that Thea’s team faces by cutting through the noise of a crowded job market to appeal to the right candidates at the right time. It also helps recruiters and hiring managers stay agile as they scale, which enables them to build better candidate experiences and expedite time-to-fill.

“It’s a highly competitive job market right now. Trying to lock in the perfect candidate takes a great effort. Fortunately, LeverTRM for Enterprise checks all of those boxes,” Thea says.



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Solution

Build a talent acquisition approach that grows with Ritual’s needs

LeverTRM for Enterprise (inclusive of [Advanced Automation](#) and [Advanced HR](#)) empowers Ritual’s team to go beyond one-touch recruiting to build more meaningful relationships with candidates. Differentiating itself via a better candidate experience is how Ritual continues to hire at scale, despite the competitive job market.

In addition to LeverTRM for Enterprise, Ritual also leverages:

- [Advanced Nurture](#), which enables them to create personalized experiences throughout each candidate’s lifecycle
- Multiple 3rd-party integrations, including [Datapeople](#) to support unbiased hiring practices, [Slack](#) to facilitate cross-team communication, and [LinkedIn Recruiter](#) to export candidates directly from LinkedIn to Lever, [Checkr](#) for background checks, and [DocuSign](#) for NDA/offer signing.

“Integration with LeverTRM is wonderful because it’s so seamless. Being able to reach out to candidates and source leads and add them into LeverTRM automatically from LinkedIn is helpful when you’re trying to recruit candidates,” Thea says.

Automate hiring workflows throughout the pipeline

Advanced Automation helps Ritual stay on track and agile. By automating manual data entry, assigning clear ownership of each task, and ensuring that HR processes automatically sync up, Ritual streamlines [critical workflows](#). To date, Ritual has **set up 513 automated workflows**.

“The workflows we have in LeverTRM for Enterprise are extremely beneficial because we have teams with different hiring processes that would include some coding, writing samples, and technical exercises to name a few. We’ve been able to build out all the specific exercises they need and integrate them into our hiring processes.”

Drive smarter hiring decisions through analytics

LeverTRM for Enterprise’s reports also help Ritual eliminate inefficiencies throughout the recruitment and hiring process.

For example, when hiring for technical positions, Ritual used to give candidates a take-home coding exercise as part of their process. But Lever’s built-in reporting revealed a high-volume drop-off during this phase. With this insight, Ritual adjusted and began incorporating the coding exercise directly into the interview.

“We realized that if we can shorten the time it takes to evaluate core competencies and integrate that with the interview, we reduce drop-off and get candidates through the door faster,” Thea says.

Support evolving DEI initiatives

Finally, LeverTRM for Enterprise supports Ritual’s mission to [build an inclusive brand](#). The built-in Equal Employment Opportunity (EEO) and diversity surveys enable Ritual’s hiring teams to quickly collect diversity information on their candidate pool. Other built-in features, such as anonymized resume review and reports on potential interview and review bias, also help Ritual refine its processes over time.

“LeverTRM for Enterprise gives us the capabilities to build out a more structured interview process with competencies that we include in our hiring process. It enables the recruiting team to identify a diverse hiring squad. And the anonymized resume review is especially wonderful for supporting our DEI initiatives,” she says.



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Results

136% headcount growth in 6 months

Lever supports Ritual’s growth by enabling the hiring team to connect with the right people, at the right time, more quickly. The platform plays a key role in Ritual’s ability to streamline its hiring processes and grow headcount by 136% in just 6 months.

As Ritual’s need expands, Thea is confident that Lever will continue to scale with them and meet their evolving needs.

“Having LeverTRM for Enterprise helps us find the right candidates at the right time, house all of our candidates in one place, and organize our teams as we go through the hiring process,” says Thea.

Building for tomorrow with world-class technology

In 2020, Kat Schneider, Founder of Ritual, [told Forbes](#) that “technology is at the core of everything we do”—and it’s true.

Ritual uses best-in-class talent relationship management technology, LeverTRM for Enterprise, to continue building its talented team, advance fair and equitable hiring practices, and scale in a competitive market.

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LEVER

**Win the race for talent
by building better talent
acquisition workflows.**

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