LEVER

Why Samba TV Switched* to LeverTRM™ for Enterprise

80%
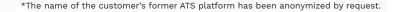
faster time to hire

67%

faster time to fill

68%

increase in
referral candidates

CASE STUDY

*The name of the customer's former ATS platform has been anonymized by request.

"Our previous time to fill took months. It was immense, just way too long. Armed with Lever data, I was able to see where candidates were getting stuck. We reduced time to hire by 80% within six months."

Sri Ramachandran,
Head of Global Talent - America, EU, and APAC, Samba TV

Samba TV

Samba TV is a metrics analytics platform for TV programmatic ads. Samba TV enables marketers to build an engaged audience and empowers viewers to engage with brands they love.

Product

LeverTRM for Enterprise

Data Warehouse Sync

Highlights

Challenges
- Outgrew former ATS that couldn't scale
- Needed more integration with 3rd-party software
- Gained data insights to reduce time to fill and time to hire

Solution
- LeverTRM for Enterprise enables TA teams to nurture candidates at scale
- Integrations connect LeverTRM to other HR tools
- Advanced Automation helps streamline critical workflows
- Data Warehouse Sync connects Lever analytics to Sisense

Results
- 67% faster time to fill
- 80% faster time to hire
- 68% increase in referral candidates

Challenges
Outgrowing a top-rated ATS software

To support ongoing scaling, Samba TV needed an easy-to-use talent relationship management platform that integrated with other HR tools and included built-in data analytics on hiring pipelines.

Before LeverTRM for Enterprise, they used another top-rated applicant tracking system to recruit talent and fill new roles. But as their needs expanded, small frustrations within the system snowballed into major barriers to growth.

> Sri Ramachandran, Head of Global Talent, explains, "We moved from another ATS to Lever because the other company's platform was not set up to scale as far as Samba was concerned, with respect to the interview process, reporting, and usability. Hiring managers were getting frustrated because it wasn't user-friendly to navigate, which made the process more chaotic."

Need for seamless integration

Lever's partner ecosystem was another motivator that led Samba TV to choose LeverTRM for Enterprise over their previous ATS that couldn't scale.

Samba TV is a tech-savvy company. They use various Google Suite tools, plus a wide variety of third-party software to facilitate everything from scheduling interviews and sending out offers, to cross-team communication and more.

> "The whole motion to move from our previous ATS to LeverTRM for Enterprise was propelled by the fact that we wanted a platform that easily integrates with several of the systems and tools that we use. We had very limited options before Lever," Sri says.

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Gaining insights that facilitate growth

The final driver that necessitated the move to LeverTRM for Enterprise was Samba TV's need for detailed analytics.

Pre-Lever, Samba TV's time to fill averaged over 129 days, and time to hire was even longer at 190 days. It was far too long, especially in a competitive market. But Sri and her team had no way to analyze or address these challenges.

> "I pulled data on some candidates stuck in the system for over half a year, up to 240 days. As you can imagine, the average rate of decline is pretty large by that point," Sri says.

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"Before LeverTRM for Enterprise, we were losing candidates because of the sheer time to make a decision. The usual reason for decline was, 'I received a counteroffer while I was waiting.'"

Solution

User-friendly experience

LeverTRM for Enterprise is a complete ATS+CRM solution built to help large organizations recruit global talent at scale. LeverTRM fits the way hiring teams already work, simplifying the process while enabling faster decision-making and enhanced communication thanks to its user-friendly design.

And Sri says the user-friendliness was a major selling feature:

> "My team's specific feedback has always been that LeverTRM reduces our administrative work so much because it's quite intuitive and keeps things moving quickly. I get the same feedback from our hiring managers and hiring panels too. And it's mobile-friendly, which other solutions that we've tried are not."

Robust integrations

Lever's integrations enable Samba TV to take the administrative burden off of talent acquisition teams. Instead of logging into dozens of different systems, everything they need lives in LeverTRM.

LeverTRM for Enterprise integrates seamlessly with a wealth of top tools Sri's team uses, including:

- [BambooHR](#), their HRIS
- [LinkedIn Recruiter](#) for sourcing candidates
- [Slack](#) for team engagement
- [DocuSign](#) to send offers out
- [GoodTime](#) for scheduling
- [AngelList](#) for sourcing
- [HackerRank](#) for coding exercises

...and many other tools that Samba TV uses daily.

> As Sri says, "LeverTRM keeps the engine running smoothly. From scheduling, to kicking off a background check, to the flow of information to payroll—it all happens so organically within Lever. It's definitely made my team's life a lot easier."

Streamlined workflows

[Advanced Automation](#) is a key LeverTRM differentiator that helps Samba TV streamline and scale its recruiting efforts. Common workflows, such as scheduling an interview or pushing a candidate's data to HR, now take only a few seconds (and a few simple clicks).

> "The approval workflows within LeverTRM are exceptional. The ways you can customize your interviews, panels, and feedback forms are great. It's not complicated, but the functionality it provides is very easy for recruiters to navigate and get the job done," Sri says.

Detailed analytics

Samba TV needed an easy way to surface actionable insights and make better hiring decisions. At the same time, they wanted the ability to create detailed analytics reports in the platform they were already using, Sisense.

[Data Warehouse Sync](#) makes this possible. It enables Sri to export candidate data from LeverTRM and upload it into Sisense. She can then use Lever data to create goal-aligned reports—some of her favorites include offer acceptance rate, reasons for decline, hires by month, hires by quarter, and candidate DEI breakdowns.

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With these reports, one of the first things Sri did was diagnose the bottleneck in their hiring process. With data from LeverTRM, she identified and eliminated redundancies, especially in how many interviews a candidate undergoes.

> "We looked at the lifecycle of the average candidate who made it to the hire point, including how many days they'd been in the pipeline and how many interviews they participated in during the process. Armed with Lever data, we were able to drive a conversation and make impactful changes to our process," Sri says.

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"My team lives in LeverTRM. We can see candidate status at a glance and can solve delays or gaps as they're occurring in real-time. We're saving closing to three days per week—that much time, just by using Lever."

Results

Expedited time to fill and time to hire

Within six months of switching to LeverTRM for Enterprise, Samba TV successfully diagnosed and solved its biggest hiring bottlenecks.

LeverTRM's insights fueled high-impact change that streamlined the process. This includes capping the number of interviews for each candidate during the review phase. As a result, Samba TV **decreased time to fill by 67%** and **time to hire by 80%**.

> Sri says, "Our previous time to fill took months. It was immense, just way too long. Armed with Lever data, I was able to see where candidates were getting stuck. We reduced time to hire by 80% within six months."

Improved sourcing performance

Samba TV's sourcing performance also improved thanks to Lever's [integration with LinkedIn Recruiter](#).

With this integration, recruiters can quickly source the best candidates for each role. According to Sri, sourced candidates match what hiring managers are looking for with **95% accuracy.**

Having candidates that perfectly match the role expedites the time hiring managers need to spend reviewing each candidate. For Sri and her team, this process—which used to take three days—now takes **under 24 hours**.

> "Sourcing performance has really gone up thanks to LeverTRM. Our team is able to source directly in LeverTRM. All the information they need is right there and easy to navigate. Now we get feedback from hiring managers within 24 hours, down from three days before."

Increased referral candidates

Digging deeper into LeverTRM's hiring data produced some unexpected benefits as well.

> While using LeverTRM to track where candidates come from, Sri says, "I noticed that referral sourcing tends to be higher than via LinkedIn or any other sources. So we decided to do a big push on referrals on the sales side to see what happens."

For one month, Samba TV incentivized employees to refer others to the company. The result was staggering: a **68% increase in referral candidates**. After this successful test, Samba TV expanded referral campaigns out to the rest of the organization and Sri now uses the referral feature extensively.

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"**People can easily refer their folks through LeverTRM, which we had no mechanism for before. The result was a huge uptick in referral candidates and that uptick continues to maintain itself across the board.**"

L E V E R

Scale your global hiring efforts with LeverTRM for Enterprise

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