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How LeverTRM for Enterprise Helped Verafin Scale Their Team with 465 Hires in 1 Year

465

Hires in 1 year

40%

Faster time to hire

80 hours

Saved per year

CASE STUDY

"With communication workflows and visibility on the candidate journey, we were able to reduce our time to hire by 40%. Candidates are having a great experience with us, and it's because of LeverTRM."

Heidi Murphy,
Team Lead Recruitment, Verafin

VERAFIN

Verafin

Verafin's cloud-based, consolidated Financial Crime Management platform provides financial institutions with a complete solution to detect, investigate, and report financial crime.

Product

LeverTRM for Enterprise

Highlights

Challenges

- Responding to thousands of applications in a timely manner
- Manually emailing candidates due to no automation capabilities
- Needing an ATS and CRM combo solution designed to scale

Solution

- LeverTRM for Enterprise enables candidate-friendly automated workflows
- Workflows deliver timely responses at every stage
- Customized reports save hours of compiling
- Visual Insights enable strategic business decisions
- Unlocking additional value with process optimizations
- Customer Advisory Board to give feedback on product roadmap

Results

- 465 Hires in 1 year
- 40% Faster time to hire
- 80 Hours saved per year

Challenges

Growing fast without hiring automation

Verafin was built to protect organizations and their consumers from financial crimes. Their specialized solutions harness machine learning for BSA/AML compliance, fraud detection, and high-risk customer management, making them a trusted partner for over 3,500 banks and credit unions across North America.

When the company first formed, they leaned on internal expertise to develop a custom ATS, which they connected to their Salesforce CRM.

But, as their team expanded, they grew out of the homegrown system.

Team Lead Recruitment, Heidi Murphy, led the search for an enterprise-grade ATS and CRM combo.

> She says, "When our headcount grew past 500, we started seeing applications by the thousands. We needed more reporting and automation functionality."

Overwhelming communications

One of the biggest roadblocks for Verafin's hiring team was manual communications. All messages to candidates had to be typed and emailed manually. With thousands of applicants moving through multiple stages of interviews and due diligence, it was impossible for recruiting coordinators to keep up using the homegrown ATS system.

> "It took a long time for candidates to hear back from us, and some might not hear back from us at all. It was an extremely time-consuming process, and it didn't give our candidates the experience we felt they deserved."

Knowing that candidates were investing a lot of time and effort into their applications and 65% were coming from employee referrals, Heidi and her team wanted to deliver the best experience possible.

So, they searched for a candidate-friendly solution designed to scale.

> "We looked at the major players, including Greenhouse and Breezy. The biggest things that made us choose Lever were user experience, reporting capabilities, and knowing that the software would grow with us."

Ultimately, Verafin replaced their homegrown ATS with [LeverTRM for Enterprise](#).

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Solution

A scalable recruiting solution

With LeverTRM for Enterprise, Verafin gained a powerful platform that would improve the recruiting team's efficiency while delivering an outstanding candidate experience.

Heidi says that getting started was easy with Lever's Implementation and Customer Success teams by her side.

> "It was a really collaborative experience. The folks in training and the project managers did a great job helping us get LeverTRM up and running in a way that worked for us."

Advanced Automation accelerates communication

With [Advanced Automation](#), Verafin's recruiters were finally able to respond to every candidate in a timely way.

> "LeverTRM lets us automate responses at various stages in the pipeline. For example, at the phone screen stage or the reference check stage, candidates receive an automated email from us with the information on next steps."

[LeverTRM's workflows](#) are making life easier for Verafin's recruiters.

For example, knockout questions in their applications immediately disqualify and notify candidates who didn't meet the education criteria for a role. Candidates get a quick response, and recruiters get to focus on viable applications instead.

Another feature that Heidi and her team value is tagging.

> "LeverTRM's tagging functionality is a big thing for us. If a candidate has experience with data science or Java, the system automatically tags them with those skills. Then, we can search for those specific skills when we're hiring for a technical role."

Compared to searching through existing candidates one resume at a time, the workflow has been an incredible time saver.

A streamlined process for reporting

Verafin's leadership requires reporting on a weekly and monthly basis. With guidance from her Customer Success Manager, Heidi has created customized reports to get the information she needs, stress-free.

> "Before Lever, I would have to manually create all of our reporting and put it into a slide deck to share. But, with LeverTRM, it's effortless. I can even slice and dice the data by type of hire, area of business, or location."

Unlocking additional value with optimization

After a particularly large burst of hiring, Heidi and her team had an opportunity to catch their breath and evaluate their processes.

With LeverTRM's data analytics and rich feature set, they found new ways to optimize their approach.

> Heidi says, "In that downtime, we set up [dynamic offers](#) and other workflows to automate more of our repetitive administration and communications. Now, instead of being buried in emails, our recruiters can focus on what they do best—finding great talent."

The improvements showed a quick impact. When hiring began to increase again, Heidi noted an additional 5-day reduction in time to hire.

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Saving precious hours with Visual Insights

Another win that Heidi credits to her Customer Success Manager is saving huge amounts of time with Visual Insights. The CSM helped Heidi get comfortable with it without overwhelming her busy schedule.

> "The Lever Customer Success Manager set up additional training and sent us some links to explore. Today, Visual Insights has really decreased the time we spend pulling data."

New features driven by customers

Heidi is so passionate about what LeverTRM can do for businesses, she's become part of Lever's Customer Advisory Board.

> "The Lever team does a great job of listening to us and understanding what their customers need. They ask for feedback and develop features we're excited about. It's been a fantastic collaboration."

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Results

465 Hires in 1 year

With the automations and candidate-friendly capabilities they've harnessed through LeverTRM, Verafin was able to make 465 hires in one year.

For Heidi and her team, that means accomplishing more and feeling great about what they deliver.

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> "The goal of my recruitment team is to fill the hiring plan while delivering a great candidate experience. LeverTRM has made that possible."

By replacing endless, one-off emails with thoughtful workflows, every candidate gets the quick and friendly responses they deserve.

> "With automated communications and visibility into the candidate journey, we were able to reduce our time to hire by 40%. Candidates are having a great experience with us, and it's because of LeverTRM."

Driving wins across the company

By serving as a single source of truth and enabling customized reports, LeverTRM has made collaboration among Verafin's teams a breeze.

> "Hiring managers love using LeverTRM to work with us. The data helps the business make decisions about hiring, and we're saving 80 hours per year on reporting. We're very happy."

To other enterprise-sized companies looking for a solution to optimize their hiring processes and candidate experience, Heidi recommends LeverTRM wholeheartedly.

> "Nobody understands applicant tracking like the experts at Lever. They deliver the best-in-class by understanding the experience of the candidate, the recruiter, and the hiring manager and allowing you to customize your setup so that it works for your organization."

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Grow your business with an exceptional candidate experience.

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