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# How Medal.tv is Scaling for Growth with LeverTRM

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in 6 months

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**CASE STUDY**

"My favorite thing about LeverTRM is its scalability. It's customizable and it integrates with most of the tools you're already using. For interviewing and recruiting, it's really all you need. Every high-growth company should look into Lever."

**Kimbo Bocchini,**
Talent Acquisition Manager, Medal.tv

## Medal.tv

Medal.tv lets you clip gameplay videos on your PC, Mac, and Mobile devices without dropping a frame.

## Highlights

### Challenges

- Filling mission-critical roles quickly
- Finding a user-friendly ATS to help scale for growth
- Streamlining sourcing, interviewing, and hiring

### Solution

- LeverTRM consolidates all recruiting activity into one system
- Dashboards give a unified view of the entire candidate pipeline
- Customizable pipeline stages support business growth goals
- Automations increase workflow efficiency
- A wide range of 3rd party integrations available

### Results

- 53% increase in headcount in 6 months
- 71% of all interviewees move to the next hiring stage
- 5–10 hours saved per month on interviewing

# Challenges
## Filling key positions quickly

Kimbo Bocchini needed to source high-level roles, including a new VP of Finance, and fill other critical positions as quickly as possible. Medal.tv was growing fast—and Kimbo knew that he didn't have time to manually juggle spreadsheets, train his team to use multiple systems, or worry about fragmented data.

That's why having LeverTRM in place was one of Kimbo's only prerequisites when he joined Medal.tv's team. He had used a lot of different Applicant Tracking Systems in previous roles, but only LeverTRM offered the full range of functionality he needed.

> "I've used Workday, Greenhouse, and even Breezy. I've tried a lot of ATS software but LeverTRM is the best. It's the most user-friendly and it offers a wide range of integrations. I won't even apply to a job unless they're using LeverTRM," he says.

## Putting systems in place to scale for growth

Most ATS solutions require third-party integrations for many of their workflows, including email automation and talent sourcing. Some won't even give you a clean dashboard view of your candidate pipeline without integrating other software first.

Unlike traditional Applicant Tracking Systems, LeverTRM is an all-in-one ATS+CRM (Candidate Relationship Management) platform. LeverTRM supports hundreds of integrations, but it doesn't require any to consolidate all recruiting activity into one system.

LeverTRM is user-friendly out of the box, but it's also customizable to fit the unique needs of every growing business. This proved vital for Medal.tv as they worked to achieve their ambitious growth goals.

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"Companies with different business models operating in unique industries have unique needs. How you source candidates, where they come from, and how you perceive them is very different," Kimbo explains. "LeverTRM's customizability allows you to build pipeline stages that fit your needs."

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# Solution

## Single Source of Truth for Sourcing, Interviewing, and Hiring

The first thing Kimbo did was analyze the hiring pipeline and use LeverTRM to make each stage more manageable and efficient for Medal.tv's small Talent Acquisition team.

"I love the way Lever works. It organizes the entire pipeline into different stages. I can schedule seamlessly through it, and it's a one-stop shop for all of our hiring managers and interviewers to leave feedback. Everything is self-explanatory," Kimbo says.

Adopting new technology is a common barrier to entry, but LeverTRM's user-friendly interface makes it easy to onboard.

"Even if you're not technologically savvy, LeverTRM has one of the easiest learning curves possible. It's easy to use, easy to teach, and it lets you do everything in a single interface," Kimbo explains.

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## Incredible Customer Support

In no time, Kimbo had renamed almost all of the pipeline stages according to Medal.tv's needs, added new archive reasons, and built out job descriptions. Lever's team supported him at every step.

> "Lever Support is very, very responsive. Whenever I need to change anything in LeverTRM, I usually get a response back within 20–30 minutes," he says.

LeverTRM significantly speeds up the amount of time it takes to source new candidates and review direct applicants. This proved critical during Medal.tv's hunt for top talent.

> "I was sourcing for a VP of Finance role, and we had over 500 applicants in one month. They were extremely qualified, so I just had to choose the cream of the crop," he says.

## Ability to Manage Bulk Recruiting Tasks at Scale

LeverTRM's built-in Fast Resume Review enabled Kimbo to screen inbound applicants in seconds. This feature alone saved him dozens of hours while compiling a shortlist of candidates. With the click of a button, he sent every candidate to the COO to review.

> "I love that I can do critical tasks en masse so quickly. Other ATS software requires you to share each candidate one at a time. With LeverTRM, instead of sending 30 different messages to the COO, I can just highlight all of the candidates and send them all at once," he says.

Kimbo then used LeverTRM to send invites to all interviewers on the panel, invite each candidate, and send confirmation emails to each candidate in a single workflow.

## Next Level Talent Analytics + Reporting

Best of all, LeverTRM's built-in analytics tie all sourcing and hiring data together, providing at-a-glance insight into hiring funnel health, response rates, and where candidates might be getting stuck.

> "Looking at conversion speed, positive versus negative feedback rates from candidates, the overall time to fill, where our top candidates are coming from, and more—those are really useful data points that help us understand how we can improve our process," Kimbo says.

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# Results

## Abundance of qualified candidates

With LeverTRM, Medal.tv hiring managers finally have a unified view of all sourcing, interviewing, and hiring data. This saves time at every stage of the hiring pipeline, including **10+ hours each week on interviews**, according to Kimbo.

> "We have so many good applicants that we're able to carefully pick who we interview. Approximately 71% of the candidates we interview move forward to the next round, so we're not really wasting our time," he explains.

## Achieving targeted growth goals

Moving candidates through the pipeline faster enables Medal.tv to hire more talent more quickly.

When Kimbo joined the team, he was one of 45 employees. **Over the next 6 months, he used LeverTRM to increase total headcount by another 53%**.

> "LeverTRM helps me facilitate a smooth hiring process at scale across the board. I was able to hit the ground running and hire a lot more people, even in my first month," he says.

## Scalability to support future growth

LeverTRM is also powering a better candidate experience. Fully configurable candidate experience surveys enable Kimbo to gauge candidate feedback, and he says that the company's positive feedback is higher than ever across all stages of the pipeline.

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Most importantly, LeverTRM is able to support Medal.tv's ongoing growth and it will continue to scale alongside them regardless of whether they're hiring for dozens, hundreds, or even thousands of positions simultaneously.

> "My favorite thing about LeverTRM is its scalability. It's customizable and it integrates with most of the tools you're already using. For interviewing and recruiting, it's really all you need. Every high-growth company should look into Lever," he says.

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# LEVER

# Build authentic relationships and streamline your hiring processes at scale.

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