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LeverTRM Fuels Voro's DEI Initiatives and Reduces Its Average Time-to-Hire

48%

headcount growth
in 12 months

21 days

average
time-to-hire

CASE STUDY

"We have ridiculously high standards for the experiences we create at Voro. The value LeverTRM delivered through design, workflows, and integrations all converged into a perfect solution that elevated the hiring experience for both candidates and our internal hiring teams."

Matt O'Laughlin,
Partner & COO, Voro

VORO

Voro

Voro is a digital media agency that converts the transparency of data into meaningful human experiences, making brands relevant in the moments that matter most.

Highlights

Challenges

- Finding a new solution after Google Hire
- Scaling up in-house talent alongside business growth
- Building out new hiring processes that prioritize DEI

Solution

- LeverTRM is a complete and scalable ATS+CRM solution
- Built-in DEI insights help hiring managers reduce bias in the hiring process
- Candidate lifecycle visualization helps eliminate pipeline delays
- Easy Book links save time for hiring managers
- Analytics inform strategic hiring decisions

Results

- 48% headcount growth in one year
- 100% of candidates who received offers signed within 24 hours
- Improved retention through seamless hiring collaboration

Challenges

Finding LeverTRM after Google Hire

The year was 2019 and Google had just announced that it was discontinuing Google Hire, its G Suite tool built for small and mid-sized companies. This left digital media agency, Voro, in a bind.

> Partner & COO Matt O'Laughlin explains, "We were preparing to grow. But we were on Google's applicant tracking system (ATS) and we knew it was going to be sunset. We had to conduct a new audit of potential replacements."

LeverTRM was selected during this process, and they knew it would be the tool they used the next time they hired.

Growing need for talent acquisition post-pandemic

Then the unexpected happened—a global pandemic. Voro pressed pause on their growth initiatives while they waited for the dust to settle. But by 2021, Matt knew that hiring new talent couldn't wait.

> "We had just won our biggest piece of business. We were feeling really validated and things were looking good. So we said, all right...it's time to hire," he says.

Transforming the hiring pipeline from top to bottom

Voro didn't want to just hire new talent, however. Their goal was to reinvent the entire hiring pipeline. Mostly, they wanted to build a system that would scale with them and help them champion diversity, inclusion, and equity in a tangible way.

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> # "We want the best talent. We want a platform that supports our team's ability to identify the best candidates and reduce bias through clever design. We want the candidate experience to stand out at every stage of the process."

Solution

Reducing bias in the hiring process

LeverTRM empowers Voro to move the needle on DEI initiatives. The ability to blind review candidates helps them eliminate biases in their hiring processes, and automated surveys enable the talent acquisition team to get feedback directly from candidates.

> "You can never completely eliminate bias, but we're working on reducing bias as much as possible at each stage in the hiring process. LeverTRM is structured in a way that supports our bias reduction goals and boosts confidence within our hiring teams," Matt says.

Smarter and faster hiring processes

LeverTRM's complete hiring lifecycle visualization enables recruiters and hiring managers to spot potential roadblocks and keep candidates moving through the pipeline.

> "Now we have confidence that we're able to not only get the top candidates, but know how long the process is going to take and what onboarding will look like," Matt says.

Time-saving automation

Built-in automation streamlines actions that slow down the traditional hiring process. One automation that Voro uses prolifically is the built-in Easy Book feature.

When it's time to set up a new candidate interview, all Voro's team has to do is log into LeverTRM, click 'Email' on the candidate's Lever profile, type out a personalized message, and then click 'Easy Book.' Then the candidate can schedule a time that works for them with the click of a button. It's quick, easy, and convenient.

> "Easy Book links have honestly saved a ton of overhead time for our team. It's something so small and it makes the process so simple that you wonder why every platform doesn't have it," Matt says.

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Results

Acquiring talent despite a turbulent landscape

The hiring landscape today is dramatically different than it was pre-pandemic. Candidates and employees want to know that employers prioritize building fair and equitable environments. Voro has embraced that challenge and LeverTRM is helping them on their DEI journey.

> "I keep hearing from peers that talent acquisition is incredibly challenging right now. We even see mergers and acquisitions increasing to buy people vs. trying to attract and retain them," Matt explains. "Having the ability to find and nurture top talent in this hiring environment has been a huge value add to our organization's current and future growth."

Record-setting growth in 2021

While other agencies struggled to retain talent, Voro thrived. Not only did they find and recruit top talent, but they also decreased their average time-to-hire to just 21 days.

Voro's hiring teams used LeverTRM to assist in hiring and onboarding 10 people throughout 2021—a 48% increase in headcount in one year.

> "All 10 hires were the hiring team's top candidate in their respective cohorts. All 10 hires signed within 24 hours without negotiating any term changes. Interviewer and candidate feedback score baselines are incredibly high. It's a testament to the improvements and transparency of our hiring process made possible through LeverTRM, in service of our goal to Make Work Better," Matt says.

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Processes to power future growth

Now, Voro is pushing forward and continuing to challenge the status quo. The company has since created continuous feedback processes, made wage bands transparent throughout the organization, and has implemented tools, like LeverTRM to support its DEI initiatives.

> "Most businesses approach talent acquisition like starting a hike with no destination in mind and no idea how to get there. Lever gives you a map. They've been very thoughtful about building a tool around what good hiring practices should look like to naturally steer you in a positive direction. They've made the hiring process better for everyone—the people executing it and the participants you're interviewing," Matt says.

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"We believe this effort has already paid for itself through the initial successes in employee retention at a time when most of our competitors were losing staff as the pandemic had us all rethinking how and where we spend our time."

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