

Highlights

Challenges

- Providing hiring support globally
- Transitioning away from its previous ATS

Solution

- Recruiting process optimization
- EasyBook workflow and task automation

Results

- Enhanced recruitment efficiency
- Increased productivity through integration
- Improved candidate engagement and experience
- Robust analytics

CASE STUDY



How Lever Supported Rapid Growth at Celerion

About Celerion

Celerion leverages experience, agility, and innovative research strategies to get drugs to market faster. These treatments touch the lives of patients, family, friends, and people in need around the world.

The Challenge

Celerion is a trusted clinical research organization (CRO) that has a deep commitment to swift, exceptional research through translational medicine. The company's aggregated experience, innovative strategies, global capabilities, and expertise in early-phase research make it faster than its competitors. That means Celerion's clients get key data sooner, enabling them to make earlier go/no-go decisions about their drug's development.

Founded in the 1930s and starting clinical research in 1969, Celerion is one of the world's leading CROs in early-phase research, working with pharmaceutical companies and patients around the globe. With a name derived from the Latin *celeritas*, meaning swiftness and speed, Celerion is made up of more than 1,000 full-time scientific and medical personnel with the skills to design, execute, and interpret complex clinical studies while upholding the highest standard of ethics.

Because of Celerion's size and rate of growth, having a robust applicant tracking system (ATS) is critical to the operation of the business. Unfortunately, the company hit a roadblock with its previous ATS.

"Not only was the system unreliable, but the vendor was no longer investing in new features or improvements," said Kristin Clark, "Since our contract was about to expire, we knew it was time to find a better solution." Kristin soon found herself searching for a better ATS, and she knew the exact features she required.

"I wanted a tool that doesn't require a lot of third-party integration to get it up and running. So the system should work as promised right out of the box," said Kristin.

"Also, I believe wholeheartedly in a unified candidate profile. I like to have reports that enable me to see everything that's happened with that candidate and their interactions with our company. I also needed a system that could be used globally to support different applications and workflows based on the location of the opportunity. And I needed a system that was highly reliable."

This set of challenges and requirements led Kristin and her team to search for a replacement that would better align with the company's operational needs and strategic objectives in talent acquisition. The goal was to find a system that was not just a tool, but a solution to enhance efficiency and effectiveness in managing the recruitment process on a global scale. That search led Celerion to Lever.

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*Kristin Clark,
Talent Acquisition Associate,
Celerion*

“The Lever team answered all of my questions, and they were clearly invested in continually updating the system, so it wouldn’t become stagnant.”

The Solution

Lever is a modern ATS with candidate relationship management capabilities that empower hiring teams and growing businesses to streamline their recruiting efforts and convert qualified candidates in a more predictable, scalable, and repeatable way.

However, Lever is not just an ATS. It offers advanced candidate relationship management and analytics capabilities, empowering talent acquisition teams and hiring managers to manage workforce planning effectively and meet hiring goals.

“Not only was Lever priced right, but the Lever team clearly laid out the implementation process, and that made me feel good about the company and its people,” said Kristin. “They answered all of my questions, and they were clearly invested in continually updating the system so it wouldn’t become stagnant.”

Lever’s user-friendly interface and unified candidate profiles were pivotal. Additionally, the platform’s design allows for tracking all interactions with a candidate, providing a holistic view that was important to Kristin and her team.

The system’s Advanced Analytics add-on was also a significant positive. It aligns with Kristin’s emphasis on the importance of comprehensive insight during the recruitment process. Kristin also likes having an automated interview scheduling option because it is a “huge time saver.”

“Lever also has other helpful add-ons,” said Kristin. “We were able to design the user interface to be more attractive and useful. I can now talk about the company and share videos and employee spotlights to make the system more engaging.”

Additionally, Kristin uses Candidate Texting capabilities when she’s able to see that a candidate is not reading emails for whatever reason. The texting add-on is another touch point to re-engage non-responsive candidates.

“Lever also integrates well with DocuSign and Click Boarding,” said Kristin. “The DocuSign integration helps us get documents signed faster and with less effort, and the Click Boarding integration sets up a basic candidate profile for them to complete their new-hire paperwork.”

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Results

Enhanced recruitment efficiency

Lever's automated interview scheduling and user-friendly interface significantly streamlined the recruitment process. This feature helped reduce the time spent on organizing interviews and improved the overall efficiency of the hiring process. The company was able to make 274 total hires with an average time to hire of 22 days.

*Kristin Clark,
Talent Acquisition Associate, Celerion*



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Increased productivity through integration

Lever integrates with many technology and human resources partners, including DocuSign and Click Boarding. This integration has been invaluable to Celerion, enabling a seamless connection throughout the recruitment and onboarding process.

Improved candidate engagement and experience

Lever's Candidate Texting and Career Site Builder add-ons allowed for more effective communication with candidates and enhanced the overall candidate experience. The ability to personalize communications and maintain an engaging career site was crucial in attracting and retaining potential hires.

Robust analytics

The Advanced Analytics add-on gives the team meaningful insights. This enhanced their ability to make data-driven decisions, a critical improvement over their previous system.

**274 total hires
globally**

**22 days average
time to hire**

**40 days average
time to fill**

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