

Highlights

Challenges

- Scaling hiring efforts with a home-grown ATS system
- Manually processing hundreds of applications per week
- Seeking a world-class experience for candidates and recruiters

Solution

- Lever supports efficient recruiting processes
- Advanced Automation enables flexible workflows to support business needs
- Advanced HR delivers the right documents and support for each role and region
- Advanced Analytics enables flexible, visual reporting to drive data-backed growth
- Referral automations power a smooth and successful referral program

Results

- ~700 hires in 180 days
- 91% acceptance rate
- \$40K saved on recruiting labor
- 45 days global average time to fill

CASE STUDY



How Entrata® Scales Globally with Lever

About Entrata

Entrata is the leading operating system for multifamily communities worldwide. With websites, mobile apps, payments, lease signing, and more, the platform serves more than 20,000 apartment communities.

The Challenge

Scaling globally without automation

Entrata's property management platform unifies a wide variety of services. Offering web and mobile apps, the solution consolidates customers' accounts for everything from marketing and lease signing to resident portals and payment processing, helping them focus on their residents, not technology.

To maintain and grow their platform, Entrata recruits globally, hiring strategically in areas such as engineering, product, people, and sales, and at high-volume for their call centers.

Since they were founded in 2003, the business used an applicant tracking system they'd developed themselves. The system captured applications from Entrata's job posting site, but recruiters were left to manage the candidate journey manually with spreadsheets and Slack messages.

When Director of Talent Acquisition, Emma Corbett, moved from the front lines to the leadership role, she started to search for a more sophisticated solution.

Emma says, “What we were missing was a scalable solution that we could use throughout our global offices. We needed data visibility, HR compliance, and a world-class experience for our team and candidates.”

Finding a user-friendly and HR-compliant system

In her search for a scalable ATS, Emma’s ultimate goal was to make recruiters’ lives easier.

With hundreds of applications received each week and distinct streams for high-volume and strategic recruiting, it was essential for the solution to be flexible.

“I’ve seen a lot of ATS systems that were rigid, and they ended up causing more friction in the recruiting process. When you’re a software company competing for the best talent in the world, you need flexibility to move quickly, while also giving people consistent experiences,” Emma says.

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*Emma Corbett,
Director Talent Acquisition, Entrata*

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Solution

A flexible solution for scaling businesses

To make Entrata’s recruiting processes more consistent and efficient, Emma chose Lever.

Emma says, “As a tech company, you’re only as good as the people you hire, so a lot depends on your talent processes. We knew Lever would help us succeed. It’s designed for recruiters, it’s intuitive, and it’s going to make our jobs much easier.”

Emma says that, thanks to Lever’s user-friendly interface and outstanding support from the Customer Success team and the Implementation team, getting started was a breeze.

Emma added she appreciates that her Customer Success Manager (CSM) responds quickly when she has questions and is always transparent and collaborative. The CSM went above and beyond to help Emma set up unique connections to meet all of Entrata’s business needs.

Crafting time-saving automated workflows

With Advanced Automation, a feature that’s included in Lever, Entrata is now leveraging dozens of custom automations to streamline their recruitment.

They’re currently running 31 different workflows, such as knockout questions in their application form that automatically disqualify candidates and notify them when they don’t meet the role’s basic requirements.

Emma says, “When we post a job, we have the option to create the interview schedule, assign the interview panel, and attach a feedback form which allows for faster scheduling during the interview process. And when an interview is booked, automatic reminders go out to the candidate and manager. It’s a seamless process, and I have yet to see anybody else do it as well as Lever.”

Leveraging endless customizations

Another component of Lever that’s helping Entrata grow is Advanced HR. It connects backend tools and the company’s HRIS for even more specialized recruiting automations.

Emma’s team has configured Advanced HR to automatically give candidates role- and region-specific offer forms, approval override, dynamic approvals, and e-signatures for offers.

Smarter decisions with deeper insights

To unlock their recruiting data and inform more strategic decisions, Entrata used Lever's developer-friendly API to build an integration to Domo so that recruiting metrics could be reported in the same tool as other departments.

Then, they went further with Lever's Advanced Analytics. Emma and her team use it to easily assess their recruiting data with visual dashboards, interactive reports, and predictive analytics.

Emma says, "We wanted to increase our capability for making data-driven decisions. Lever's data visibility and flexibility are the best I have seen."

Entrata went from having no line of sight on basic talent acquisition metrics to being able to easily understand and compare funnel performance across their three global regions. They used that data to troubleshoot problems with their acceptance rate in India. After identifying the stage where that office was seeing a high drop-off, they organized some retraining for the recruiting team and got their processes aligned across all regions.

Growing in a challenging economic climate

Lever's automation features are helping Entrata leverage its referral program to continue growing through an economic downturn.

At a time when candidate flow has slowed and people are hesitant to make a move, Emma and her colleagues are using automation to expedite referred candidates and reward their referral network seamlessly.

Referring employees are able to login to Lever to see where their referral is in the process, saving the recruiting team from interruptions and having to answer questions ad hoc.

Meanwhile, workflows tag referral candidates so hiring teams can ensure they get prompt attention.

Emma says, "As we get more and more referrals, it can be challenging to ensure everyone gets a great experience. Lever's automations have completely streamlined the process, saving us time, and improving the candidate experience."

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Results

Growing efficiently across global regions

With Lever's user-friendly interface and endlessly customizable automations, Entrata is scaling successfully across multiple hiring regions.

In a 180-day period, the company made roughly 700 hires with a 91% acceptance rate.

What thrills Emma and her talent team is that they're managing this growth with less stress and more efficiency.

“With the automation we've set up in Lever, we've been able to reduce an entire headcount in recruiting,” Emma says. “That's saving us around \$40,000 per year.”

*Emma Corbett,
Director of Talent Acquisition, Entrata*



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efforts**

Actioning data insights for smarter growth

Meanwhile, the company has gained valuable insight into their recruiting processes and are making continuous improvements.

The organization achieved a consistent 45 days average time to fill across all regions.

Emma says, “For the first time in Entrata’s history, we can report on global metrics. We’ve leveraged that data to build our strategy for next year. I can confidently say that we were not able to do that prior to Lever.”

Emma recommends Lever to other businesses looking for automations to empower their recruiting process.

“Growing businesses need something that can be adaptable to their needs but also bring standardization and compliance,” says Emma. “At the end of the day, we’re all competing with each other to provide the best experience. Investing in Lever gives you that competitive edge.”

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