

Highlights

Challenges

- Streamlining hiring team processes
- Gaining visibility into the hiring pipeline
- Leveraging data to build better hiring strategies

Solution

- Lever accelerates global recruitment
- Visual Insights helps develop data-driven recruiting strategies
- Advanced Automation streamlines recruitment processes
- Advanced Nurture personalizes outreach at scale

Results

- Streamlined processes for internal hiring teams
- Higher candidate response rates
- More traction on job listings that didn't have many applicants Pre-Lever

CASE STUDY



How Lever Supports Numan's Growth Journey

About Numan

Numan is a digital healthcare brand that helps men address and treat health concerns and improve their overall wellbeing.

The Challenge

Overcoming ATS limitations

Before Lever, Numan was trying to leverage Personio as both its core HRIS and recruitment system. But Numan's needs quickly outgrew the platform's ATS capabilities.

This led to frustrations for both hiring managers and interviewers, who were often not notified when other team members left feedback. They also lacked visibility into each candidate's status in the hiring process overall.

George Petrakis, People Director at Numan, says, "People didn't know how to use our previous platform and the hiring functionality wasn't there."

Fragmented processes led to hiring delays

Hiring managers not having clear information on candidate lifecycles soon snowballed into a larger issue. Hiring managers weren't receiving timely notifications when it was time for the next step, and they spent a lot of extra time on Slack and email chasing down candidate information.

This left candidates in limbo, waiting for a response for far longer than George wanted.

"Questions about candidates were coming to the People Team, which led to delays in the hiring process itself. We needed a system that would actually notify hiring managers and interviewers and make their workflows easier," he says.

Lacking the data to improve efficiency

George also wanted an ATS that could provide richer insights: the data necessary to address efficiency bottlenecks, gauge when a process needed fewer steps, and figure out when to try out new technical assessments. With more detailed hiring data, George's team could see where candidates were dropping off and take steps to decrease time to fill.

So George went to market for a new solution that would provide the robust ATS functionality his team needed.

"Before Lever, we didn't have access to information about conversion rates, where we were at, time to hire, or any of the KPIs that a hiring team needs to manage—and hold up for our stakeholders."

*George Petrakis,
People Director, Numan*

“Lever just makes life easier. Picking providers is easy and it feels like the most integrated system on the market. There are so many HR systems that it integrates with, which future-proofs our hiring processes even as we change our core HR system.”

Solution

Finding the best ATS for Numan

George tested all the top-rated ATS solutions. When he started using Lever, there was no doubt left in his mind: this was the best fit for Numan.

“Lever was the best solution in the market. Some of the other systems automated manual processes, but they were not as good in terms of detailed hiring data,” he says.

Visual Insights informs smarter hiring strategies

Reporting was an integral part of Numan’s decision to move forward with Lever. George’s team is highly data-driven, and only Lever gave them the insights they needed to level- up their talent acquisition strategy.

The Numan team especially loves the depth of Visual Insights. Its dynamic dashboards and customizable reports help them focus on high-impact KPIs and enable them to drill down into each insight, then use the ‘schedule and send’ feature to keep stakeholders in the loop.

“We’re extracting hiring data and using it to go more in-depth into our cost per candidate and time to hire. We track all the metrics on our hiring funnel, including when candidates drop out and the reasons why they leave the process. This enables us to track how effective we are, as a team, at converting an applicant into a hire,” George says

Easy to use and fully integrated

Having the ability to connect their ATS data to the other systems that Numan’s hiring team uses daily was another major selling feature of Lever.

- Recruiters can schedule interviews without leaving their browser via the LinkedIn Recruiter integration.
- Candidates can review their offer and sign their contract electronically via DocuSign integration.
- Lever also integrates seamlessly with the communication tools that Numan’s team uses day-in and day-out, including Slack and Zoom.

“Lever just makes life easier,” he says. “Picking providers is easy and it feels like the most integrated system on the market. There are so many HR systems that it integrates with, which future-proofs our hiring processes even as we change our core HR system,” he says

Automation streamlines processes for candidates and hiring teams

Numan is using these integrations alongside Lever’s Advanced Automation (included in Lever) to remove manual tasks and eliminate inefficiencies in its hiring process. For example, when an application form is submitted, each candidate is automatically qualified and moved to the next stage if they meet the position criteria.

Advanced Nurture adds even more customizability to Numan’s outreach, by giving hiring managers the power to send out personalized emails at scale with just a few simple clicks.

George says, “We’ve completely cut out some of our old manual processes like manual contract creation, and our communication with candidates is much smoother.”

“We’re saving plenty of time—hours per week just by having all of our candidate information in one place and cutting out the need to chase it across different Slack channels.”

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Before, when my team was asked about hiring data, we had no answers. Now, we have hiring metrics. We have forecasts for next month. We have team KPI goals that we can measure and work toward. Having all of this information helps us identify and solve issues in the hiring process.”

Results

Powerful insights promote meaningful change

Numan has only been using Lever for a few months, but the difference is stark. George's team has the data they need to make informed hiring decisions, and they've already used it to hire dozens of new employees.

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*George Petrakis,
People Director, Numan*



“We can see our numbers of natural applications increasing. We also have more traction for specific roles that we want to fill after switching to Lever.”

**Streamlined
process for
internal hiring
teams**

**Higher
candidate
response rate**

The feedback from George’s team has been unanimous. Almost all of them had some experience working with various ATS solutions in the past, but none had ever used a platform that was as intuitive or user-friendly as Lever.

“My team is thrilled. The feedback is that Lever is the best ATS they’ve ever used. It saves time, but more importantly, it provides us with the hiring data we need to be more strategic,” he says.

More candidates, better applications

Candidate response rates are also much higher after switching to Lever. George says that the influx of qualified leads has risen dramatically.

“Because the interface and the user experience is so much better, we’ve noticed that candidates are now far more likely to complete the application than they were pre-Lever,” George says.

In addition to more candidates, George also notes that they now receive more applications for certain job postings that previously didn’t have as much traction, which is helping Numan fill critical roles throughout the organization. He chalks up the volume increase to Lever’s ease-of-use.

Streamline your hiring funnel and build the ultimate experience.
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