

## Highlights

### Challenges

- Building out a scalable talent acquisition function
- Securing top talent in a competitive job market
- Streamlining recruiting and hiring workflows

### Solution

- Lever enables TA teams to nurture candidates at scale
- Built-in automation makes it easy to streamline workflows
- Data analytics provide insight into the health of candidate pipelines
- DEI dashboards and surveys enable more equitable hiring

### Results

- 513 workflows set up in Lever
- 136% headcount growth in 6 months
- Ability to continue scaling via best-in-class technology

## CASE STUDY

# Ritual

## How Lever Enables Ritual to Scale Rapidly in a Competitive Market

### About Ritual

Ritual dares to reimagine what a daily multivitamin should be, by only using real ingredients, transparent formulas, and traceable supplies.

### The Challenge

#### Growing fast without hiring automation

When Thea Drake joined Ritual as VP of Talent Acquisition, her top priority was to build out a fully functional talent acquisition team. With rapid growth on the horizon, Ritual needed best-in-class talent relationship management technology to support scaling, automate mission-critical workflows, and enhance ongoing DEI initiatives.

Lever supports all of those goals.

“Lever has two big advantages,” Thea says. “First, it integrates with most of our HR software, which makes the hiring process more seamless. Second, all the metrics we need live within Lever. Having those reports allows us to pivot and change our processes in a highly competitive market.”

Securing top talent in a competitive job market Lever helps solve some of the top challenges that Thea's team faces by cutting through the noise of a crowded job market to appeal to the right candidates at the right time.

It also helps recruiters and hiring managers stay agile as they scale, which enables them to build better candidate experiences and expedite time-to-fill.

"It's a highly competitive job market right now. Trying to lock in the perfect candidate takes a great effort. Fortunately, Lever checks all of those boxes," Thea says.

### The Solution

#### **Building a talent acquisition approach that grows with Ritual's needs**

Lever (inclusive of Advanced Automation and Advanced HR) empowers Ritual's team to go beyond one-touch recruiting to build more meaningful relationships with candidates.

Differentiating itself via a better candidate experience is how Ritual continues to hire at scale, despite the competitive job market. In addition to Lever, Ritual also leverages:

- Advanced Nurture, which enables them to create personalized experiences throughout each candidate's lifecycle
- Multiple 3rd-party integrations, including Datapeople to support unbiased hiring practices, Slack to facilitate cross-team communication, and LinkedIn Recruiter to export candidates directly from LinkedIn to Lever, Checkr for background checks, and DocuSign for NDA/offer signing.

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*Thea Drake, VP of Talent Acquisition, Ritual*

“Lever gives us the capabilities to build out a more structured interview process with competencies that we include in our hiring process. It enables the recruiting team to identify a diverse hiring squad. And the anonymized resume review is especially wonderful for supporting our DEI initiatives.”

“Integration with Lever is wonderful because it’s so seamless. Being able to reach out to candidates and source leads and add them into Lever automatically from LinkedIn is helpful when you’re trying to recruit candidates,” Thea says.

**Automate hiring workflows throughout the pipeline**

Advanced Automation helps Ritual stay on track and agile. By automating manual data entry, assigning clear ownership of each task, and ensuring that HR processes automatically sync up, Ritual streamlines critical workflows. To date, Ritual has set up 513 automated workflows.

“The workflows we have in Lever are extremely beneficial because we have teams with different hiring processes that would include some coding, writing samples, and technical exercises to name a few. We’ve been able to build out all the specific exercises they need and integrate them into our hiring processes.

**Drive smarter hiring decisions through analytics**

Lever reports also help Ritual eliminate inefficiencies throughout the recruitment and hiring process.

For example, when hiring for technical positions, Ritual used to give candidates a take-home coding exercise as part of their process. But Lever’s built-in reporting revealed a high-volume drop-off during this phase. With this insight, Ritual adjusted and began incorporating the coding exercise directly into the interview.

“We realized that if we can shorten the time it takes to evaluate core competencies and integrate that with the interview, we reduce drop-off and get candidates through the door faster,” Thea says.

### **Support evolving DEI initiatives**

Finally, Lever supports Ritual’s mission to build an inclusive brand. The built-in Equal Employment Opportunity (EEO) and diversity surveys enable Ritual’s hiring teams to quickly collect diversity information on their candidate pool. Other built-in features, such as anonymized resume review and reports on potential interview and review bias, also help Ritual refine its processes over time.

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### **Saving precious hours with Visual Insights**

Another win that Heidi credits to her Customer Success Manager is saving huge amounts of time with Visual Insights. The CSM helped Heidi get comfortable with it without overwhelming her busy schedule.

“The Lever Customer Success Manager set up additional training and sent us some links to explore. Today, Visual Insights has really decreased the time we spend pulling data.”

New features driven by customers Heidi is so passionate about what Lever can do for businesses, she’s become part of Lever’s Customer Advisory Board.

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“

Having Lever helps us find the right candidates at the right time, house all of our candidates in one place, and organize our teams as we go through the hiring process.”

### Results

#### **136% headcount growth in 6 months**

Lever supports Ritual's growth by enabling the hiring team to connect with the right people, at the right time, more quickly. The platform plays a key role in Ritual's ability to streamline its hiring processes and grow headcount by 136% in just 6 months.

As Ritual's need expands, Thea is confident that Lever will continue to scale with them and meet their evolving needs.

*Thea Drake, VP of Talent Acquisition, Ritual*



“We’re very excited that we’ve more than doubled our team and we are quickly scaling our team to around 150 employees. Lever has really helped us scale.”

**Building for tomorrow with world-class technology**

In 2020, Kat Schneider, Founder of Ritual, told Forbes that “technology is at the core of everything we do”—and it’s true.

Ritual uses best-in-class talent relationship management technology, Lever, to continue building its talented team, advance fair and equitable hiring practices, and scale in a competitive market.

“We’re very excited that we’ve more than doubled our team and we are quickly scaling our team to around 150 employees. Lever has really helped us scale,” says Thea.

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**513 automated  
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