

## Highlights

### Challenges

- Shallow hiring pool despite paying multiple agencies to help source new talent
- Filling an open position took an average of 80 days
- Lost out on qualified candidates who sat in the hiring pipeline for too long

### Solution

- Automated sourcing and nurturing processes make it easy to recruit top talent
- Powerful search helps TextNow find top talent around the globe
- Personalization ensures their outreach gets noticed
- Hiring manager dashboards facilitate collaboration
- Analytics give insight into recruiting data, resource allocation, bottlenecks, and more
- DEI insights help TextNow build a more equitable hiring process

### Results

- 65% decrease in hiring process time
- 130% increase in hiring rate in 10 months
- Cost of Lever is 1/10 previous agency spend

## CASE STUDY

### textnow

## TextNow: Speeding Up the Hiring Process by an Average of 65% with Help from Lever

### About TextNow

TextNow is based around a simple idea: Communication belongs to everyone. They work hard to help people stay connected by providing them with a free, unlimited text and calling app that fits every budget.

### The Challenge

#### **Paying agency fees and retained search fees without much ROI**

When Suzanne Salzberg and Austin Nelson joined TextNow, there was already a full Talent Acquisition team. The TA team was using outside sourcing contractors and also paying a lot of agency fees for assistance in recruiting.

But Suzanne and Austin saw a better path forward. Both of them had used Lever in previous roles, and they knew how powerful the solution could be when leveraged properly.

And TextNow had already purchased Lever—the TA team just wasn't using it at full capacity.

"The team was ignoring leads in the Lever pipeline. They weren't using reminders, or nurture campaigns, or any of Lever's built-in tools. Candidates were just sitting there for a long time," says Suzanne, VP of Talent.

By leveraging LinkedIn to source candidates and then using Lever to nurture those leads and move them through the hiring funnel, TextNow could shift the entire hiring process in-house—potentially saving hundreds of thousands of dollars in agency fees.

“I realized that most of those fees we were paying weren’t ending up in hires,” Suzanne says. “But the bigger problem is that we did not have a robust hiring process. Lever helped us create that.”

Speeding up the hiring process would also improve the candidate experience and dramatically reduce the time to fill. Before Lever, it took an average of 80 days to fill an open position. With utilizing Lever, Suzanne and Austin were confident that they could do it in a fraction of the time.

Lever enabled us to set up our pipeline stages correctly and build out team SLAs that worked to streamline our process,” says Austin, Recruiting Operations Manager

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*Suzanne Salzberg  
VP of Talent, TextNow*

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*Austin Nelson, Recruiting Operations Manager*

## Solution

### **A single source of trust to streamline talent acquisition**

Suzanne and Austin’s first priority was to complete an evaluation and a refresh of how the TA team was using Lever. They kicked-off a series of enablement sessions to train TextNow’s team to get the most out of the platform.

“We looked at what more we could do with the platform: Scheduling, pipeline stages, building out the offer approval process, sending out offers, and more,” Austin explains.

“A big part of our training involves Lever: How to use surveys, write good feedback, and analyze the data to accomplish goals like improving hiring diversity,” Suzanne adds.

Both Suzanne and Austin had tried other ATS solutions, and Lever was the most effective ATS they had looked at. In terms of capabilities, they knew it was the solution they needed.

“I’ve implemented Lever at a few companies. I like that it is customizable and user-friendly. It simplifies complicated things like hiring manager feedback forms. It’s my favorite ATS,” Austin says.

“If you use a tool the way it’s designed, you’re going to get better results, right? Well, if you’re using Lever appropriately, it enables you to look at each stage and see where candidates are getting stuck,” Suzanne says.

LinkedIn Recruiter System Connect (RSC) integrates LinkedIn Recruiter seamlessly with Lever. By turning on RSC, TextNow is able to streamline the hiring process: getting up-to-date candidate information, accessing more applicant data in Recruiter, and boosting collaboration across teams.

“If a recruiter is using the LinkedIn-Lever integration properly, they should be able to do their own sourcing. We’re able to cut down on agency fees, find better candidates, and create a better candidate experience because we’re not passing them from sourcer to recruiter,” Suzanne explains.

Lever’s built-in analytics give Suzanne, Austin, and the entire TA team accurate insights into recruiting data, how resources are being allocated, bottlenecks, and more.

“I trust Lever as my single source of truth. Data never lies and the proof is in the numbers. Lever tells me exactly what our average hiring time is, where diverse candidates are falling out of the process, and places we can improve,” Suzanne says.

“We try to find the best talent wherever it is and hire to fit the needs of tomorrow. Success means building out scalable solutions. Lever enables us to do that.”

*Austin Nelson, Recruiting Operations Manager*

Lever also empowers TextNow’s remote workforce and their Work Best Policy by connecting the hiring team across the U.S. and Canada via a hiring single source of truth.

“We try to find the best talent wherever it is and hire to fit the needs of tomorrow. Success means building out scalable solutions. Lever enables us to do that,” explains Austin.

By leveraging LinkedIn for sourcing and Lever for nurturing, hiring, and onboarding, TextNow has successfully moved the entire hiring process in-house.

“Suzanne does the high-level searches and we have 3 full-time recruiters. We’ve built out a kickass recruiting coordinator function where we’re educating candidates, making sure they’re informed, keeping them engaged, and nurturing them throughout the process. We do all of that through Lever,” Austin says.

“

We do everything pertaining to hiring in Lever. It's our hiring single source of truth. Our average time to hire is now 21–30 days and Lever helped us achieve this improvement.”

### Results

#### **65% more hiring process efficiency**

Lever has helped Suzanne and Austin lay the foundation of a strong hiring process. Consequently, they've been able to hire more people with a faster cadence.

“We have a 130% increase in hiring this year over last year, and in the second half of the year we have not had to use any agencies—which is a big cost saving to the business!” Suzanne says.

Fully implementing Lever costs less than 10% of their previous agency spend. But, despite the huge cost savings, TextNow's hiring pipeline is more efficient than ever.

*Suzanne Salzberg  
VP of Talent, TextNow*



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**1/10 cost vs  
agency spend**

**2x more hires in  
1/2 the time**

In 10 months, they hired 105 new people—over 2x the previous year’s total—and decreased the time to hire by 65%.

“We do everything pertaining to hiring in Lever. It’s our hiring single source of truth. Our average time to hire is now 21–30 days and Lever helped us achieve this improvement,” Suzanne says.

It’s never been easier to source and onboard top talent—which is great, because TextNow has ambitious growth goals. With Lever’s help, those goals are attainable.

“We hired more people in the last 6 months than in the entirety of last year. Reducing the hiring process time enables us to remain competitive in this market, but it does put some pressure on the company with regard to onboarding and engagement,” Suzanne says.

“Fortunately, we’ve built a strong foundation, we have a good relationship with Lever and LinkedIn, and we have the ability to enable our team,” Austin adds. “We are continuing to hire with our robust cadence.”

Hiring top talent just got a whole lot easier.  
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