



LEVER

How Lever Helps Aircall Increase Recruiting Efficiency While Growing Their Team by 6X

6X

headcount growth
with LeverTRM

268 hires

in 6 months

CASE STUDY



“LeverTRM is pivotal in our day-to-day talent acquisition activity. It powers the entire hiring process from beginning to end, and it’s become vital to our long-term strategic growth.”



Nicolas Serva,

Global Director of Talent Acquisition, Aircall



Aircall

Aircall is the cloud-based call center and phone system of choice for modern businesses. Aircall makes phone systems easy to manage, accessible, transparent, and collaborative.

Product

- LeverTRM for Enterprise

Highlights

Challenges

- Increasing team size by more than 2X within one year
- Scaling candidate hiring and nurturing processes
- Finding a solution that is trusted by EMEA markets

Solution

- LeverTRM is a complete and scalable ATS+CRM solution
- Strong presence in France and EMEA markets
- Candidate lifecycle data informs more impactful hires
- Automation streamlines the top-to-bottom hiring process
- A rich partner ecosystem with many powerful integrations

Results

- 268 hires in 6 months
- 6X headcount growth after adopting LeverTRM
- Hiring strategies that continue to scale with future needs

Challenges

Recruiting top talent in EMEA markets

Aircall is a cloud-based call center startup headquartered in Paris, France. Founded in 2014, the company has since raised over \$226 million in funding and now has over 600 employees.

To achieve this level of success, Aircall needed a user-friendly recruiting platform that would scale alongside its growth, increase hiring efficiency, and integrate with LinkedIn. They chose LeverTRM because it fulfills these requirements and because of its strong presence in EMEA markets.

“Approximately 1/3 of the European companies within our ecosystem use LeverTRM and they all say that they love its flexibility,” says Nicolas Serva, Global Director of Talent Acquisition.

Supporting rapid growth with a small recruitment team

The initial need for scalable recruitment software coincided with Aircall’s exponential growth. They anticipated needing at least 140 new hires the following year and projected even more growth in the future. Without LeverTRM, meeting those hiring goals would have been impossible.

Estelle Houssin, Talent Acquisition Lead, explains, “At the very beginning, we only had two people in recruitment. So it was really up to us to automate our workflows and improve the efficiency of our daily jobs.”



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Solution

Support that helps Aircall fully leverage LeverTRM

Lever’s [help center](#) and [recruitment resources](#) help Estelle get the most out of LeverTRM. She also says that Nev Prevett, her dedicated Customer Success Manager, has been invaluable—especially as her team grew in size and new team members needed to get up to speed quickly.

“We had quarterly meetings with our Customer Success Manager. That was a big step for us because that’s how we learned a lot more about LeverTRM and all the options available to us. Our CSM also gives us a lot of advice on how to use the tool to achieve our business objectives,” she says.

Candidate lifecycle data in one place

LeverTRM gives Aircall’s recruitment team one centralized location from which to visualize everything related to talent acquisition. This includes hiring manager feedback, live offers, and the entire lifecycle of candidates.

Built-in automation enables Aircall to streamline every step of the recruitment process. Now, every team member knows exactly who is responsible for the next step and candidates never have to wait a long time between recruitment stages.

“With LeverTRM we can review our entire pipeline at once. We can archive or move candidates to the next step by clicking one button. It’s much more efficient. We’ve also added automation, so things like offer letters can be sent directly through LeverTRM,” Estelle says.

Key integrations support talent acquisition

Integrations with numerous third-party solutions enable Aircall's recruitment team to work smarter, not harder.

For example, [LinkedIn Recruiter](#) lets Estelle and her team export candidates directly from LinkedIn to Lever, including all of their historical InMails and Notes. The recruiting team now has every interaction consolidated in one place.

“We have the LinkedIn extension, which I personally use all the time to add new profiles. Being able to add a profile to LeverTRM automatically is fast and easy,” she says.

In sourcing new talent, Lever's integrations with job boards and aggregators—such as [Welcome to the Jungle](#)—enable Aircall to continuously fill their pipeline with new candidates.

Aircall also regularly uses Lever's integration with [BambooHR](#). This integration streamlines the recruiting of HR processes by pre-populating fields in BambooHR. Candidate, offer, requisition, and profile data are all automatically migrated to BambooHR with every new hire.

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Results

Managing large-volume hires in less time

LeverTRM empowers Aircall's recruiting team to meet their hiring goals. They grew from 100 employees to 200 shortly after implementing LeverTRM. Then, in just 2 years, they more than doubled their headcount again.

By 2021, Aircall had 268 hires in just 6 months.

Aircall now has offices in Paris, New York, Sydney, Madrid, and London. They now have over 600 employees worldwide and they're still growing.

“We manage a big volume of hires for a lot of critical positions,” Nicolas says. “For example, we hired 172 engineers last year. One of the key LeverTRM features we use is user locations to support the needs of our North American and EMEA offices.”

Empowering better candidate conversion

Aircall's recruitment team has also grown. There are now 18 people on the team, including interviewers and hiring managers. All of them use LeverTRM in some capacity, and LeverTRM enables them to efficiently filter out candidates for phone screen interviews.

Nicolas explains, “Our talent acquisition team is making a huge effort by filtering out candidates for the first phone screen interview. LeverTRM helps us attract the talent we need—especially outbound candidates. Our conversion rates for both tech and non-tech positions have been really impressive.”

LeverTRM scales alongside Aircall's growth

Nicolas' favorite aspect of LeverTRM is the platform's balance of power and flexibility.

Having used enterprise CRMs in the past, he found they lacked customizability, whereas smaller ATS solutions have difficulty scaling. Lever's unique CRM+ATS solution solves both issues.

“LeverTRM is pivotal in our day-to-day talent acquisition activity. It powers the entire hiring process from beginning to end, and it has become vital to our long-term strategic growth. The main point is that LeverTRM adjusts to our arising needs. Having a system that evolves as we grow our team—that's very important,” Nicolas says.

Meanwhile, Estelle loves LeverTRM's automation. It's already helped her team become more efficient. They're now able to spend less time on menial data entry and more time on strategic, long-term growth initiatives.

“The key thing that's going to help us is the ability to automate parts of the hiring process. The more efficient that becomes, the more we can focus on our core scale and what we need to do—namely, finding the best people and focusing on our interviews,” she says.

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LeverTRM is an all-in-one hiring platform that scales as you grow.

[Get a Personalized Demo](#)