

Centro Integrates Lever with Workday in Just 10 Weeks to Improve Pre- and Post-Hire Analytics

CHALLENGE

Centro is a digital marketing solutions company in Chicago dedicated to simplifying digital media operations. Centro already had a great HRIS in place for tracking post-hire metrics, but they were struggling to make the hiring process itself more efficient.

Previously leveraging Workday's ATS, the company set out to find a technology partner who could mature with their talent team by helping them better source candidates, report up to leadership, and collaborate with hiring managers as they began undergoing rapid growth.

SOLUTION

Elles Skony, Vice President of Talent Management, came to Lever to discuss how her talent and development team could improve their day-to-day tasks when they were ready to make a change.

“*Since we are a digital media technology, we wanted a system that used technology to improve some of the strategic tasks we give our team — like going outbound to source qualified talent, aggregating all hiring information to one candidate profile, and syncing all candidate communications and feedback to one place for transparency. We also tried to balance and improve the hiring manager experience.*”

- Elles Skony, Vice President of Talent Management

The most important aspects of the decision-making process were strong sourcing features, CRM functionality, and ease of use for hiring managers, all of which they found in Lever.

Centro also wanted a system that could build the integration with their HRIS in house, instead of bringing on another third party to do so.

centro

Centro provides unified software and services to simplify and automate digital media operations and improve the lives of people working inside today's complex digital media landscape.

Digital Media

Industry

2001

Year Founded

Chicago

Headquarters

700+

Employees

Products

- Talent Cloud Connect for Workday
- Lever Hire
- Lever Nurture

10 WEEKS TO GO LIVE

including discovery, design, fully integrated bi-directional workflows with Workday, change management and training, data migration, and career site launch.

RESULTS

In addition to a drastically streamlined hiring process, Centro immediately began seeing benefits in the unified workflow between Lever and Workday. Data began flowing seamlessly between the two systems, leading to new strategic insights around employee retention, referrals, and more.

Seamless integration with Workday HRIS

Structured discovery and design sessions upfront allowed Lever's implementation team to translate Centro's unique needs and quickly customize the robust business workflows available out of the box with Lever's Talent Cloud Connect for Workday. They now have a free flow of data between Lever and Workday to help them source more efficiently, enhance job listings, and allow the Centro Talent & Development teams to work together using respective systems with features best suited to their needs.

Organized source for candidate data

Ensuring that re-hires were tracked appropriately was key for Centro. Now, if any employee leaves but returns at a later date, that information is automatically recorded in both Workday and Lever.

“The referral bonus program is huge at Centro and the process has gone really well. Referrals are easily entered by hiring managers, and it triggers the bonus right there in Workday when a hire gets made to compensate the employee.”

- Michelle Michael, Recruiting Operations Manager

Optimized recruiting performance

Post-hire data is also important, and with Talent Cloud Connect, Centro can immediately spot-check their most successful hiring sources. The team now can easily see what hires are needed and proactively manage tasks to get ahead of hiring. Lever keeps track of those top candidates to help Centro stay more competitive in the market. Last but not least, the hiring process has been significantly streamlined, which has helped Centro's application rates go up as they ramp hiring.

“We were coming up on our implementation target and the Lever team was online at 11pm PST on a Friday ensuring we didn't miss our launch date and that applications funneled through correctly.”

- Emilie Clark, VP, Talent Operations

How Centro is Transforming Talent

- Being proactive by sourcing passive talent rather than relying on applicants
- Planning ahead to gain predictability in hiring
- Getting hiring managers to fully adopt technology in the hiring process

“Centro's Talent & Development team loves having business workflows that span systems, while providing a great employee experience.”

- Jennifer Beltran,
Workday HRIS Administrator



Lever's Talent Cloud Connect seamlessly connects the people, business processes, and data across talent and HR systems.

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