



LEVER

# How Lever Powered Maxwell's 400% Year-Over-Year Growth

**31%**

increase in average  
offer acceptance

**20%**

decrease in average  
time to fill

**+95**

Candidate NPS

## CASE STUDY

"We wouldn't have been able to grow our headcount by 400% in the last year without Lever. Not just because of data and compliance, but because it empowers the hiring team to have a better process, streamlines their workflows, and enables better decisions."



**Sydney Artt,**

Head of Talent Acquisition, Maxwell

## Maxwell

Maxwell delivers a modern mortgage experience to America's local lenders and the borrowers they serve.

## Highlights

### Challenges

- Funneling more top-tier candidates in less time
- Nurturing candidates and retaining new hires
- Building an equitable and compliant hiring process

### Solution

- Native sourcing to fill the interviewing pipeline
- Lever Nurture to get outreach seen by top-tier candidates
- Marketing automation to nurture at scale
- Complete funnel analytics to iterate and improve the hiring process
- DEI insights to build a more diverse and equitable funnel

### Results

- 400% employee growth year-over-year
- 31% average increase in offer acceptance
- 20% average decrease in time to fill open positions
- Achieved a CNPS of +95 with Lever's help

# Challenges

## Streamlining the hiring funnel

Sydney Artt enjoys working with disruptive and innovative technology. It's what drew her to Maxwell in the first place—it's a mortgage solutions company that's using technology to optimize the lending process. And it's why she championed LeverTRM when she joined Maxwell.

"My first goal when joining Maxwell was to turn our Applicant Tracking System (ATS) on its head. We were using another ATS but it was incredibly clunky and not user-friendly."

Sydney champions Lever because, unlike most other solutions, Lever helps her solve the greatest challenges that recruiters face when sourcing and hiring top talent:

1. Assessing the health of their hiring pipeline
2. Gaining insight into what the talent market looks like, what candidates are saying, and how to reach them
3. Nurturing talent pools and building relationships with candidates
4. Fostering a culture that helps with retention goals
5. Ensuring an equitable and compliant hiring process

Sydney is especially concerned with company culture, including internal mobility and growth frameworks. She knows that for Maxwell to thrive, it needs to fill its pipeline with top talent and retain hires over the long haul.

"The transition from applicant, to new hire, to employee is incredibly important. You need to leverage deeper data to make sure that it's running smoothly and check reports constantly to make sure that headcount planning makes sense," she says.

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**“I’ve always had a focus on not just hiring top-tier talent, but also how we retain that talent. Lever helps us build a healthy work environment.”**

## Solution

### Tools to create an equitable and efficient hiring process

Lever’s Talent Relationship Management platform (LeverTRM) enables Sydney and her team to manage hundreds—even thousands—of candidates. It includes native sourcing and nurture capabilities, in addition to automation that empowers Maxwell to nurture at scale.

“We’re able to automatically send nurture messages out through the Lever platform. It’s tracking through Gmail. It’s tracking through InMails. It’s tracking through all of the different integrations to make sure that our communications reach candidates,” Sydney explains.

Built-in nurture campaigns are a key selling point, says Sydney. After sourcing a great list of candidates, [Lever Nurture](#) enables Sydney to craft personalized outreach and send out multi-email cadences to boost response rate.

“Most people are sick of the amount of InMail they receive on LinkedIn, so they’re not checking it very often. But Lever Nurture goes straight to their email, and it’s personalized, so your response rates are better. That makes filling roles so much easier,” she says.

Sydney loves gleaning new insights from Lever, which helps her team iterate on and improve their recruiting process.

For example, the “Time in Stage” feature shows how long it takes a hiring partner to provide feedback forms. If a hiring partner takes longer than 24 hours, Sydney can use Lever to discover the issue.

She says, “Lever’s talent analytics give us proof to back up claims, like, ‘We’re taking too long and losing out on talented candidates.’ It enables us to ask questions, like, ‘Why was this candidate in the same stage for over 7 days?’ This is a competitive market, so it’s my team’s job to keep things on track and Lever helps us do that.”

Lever also empowers Sydney as she does her part to build a more diverse and equitable hiring process. Complete funnel analytics track hiring trends and point out challenges like hiring bias, while built-in DEI surveys help her team collate and learn from candidate feedback.

“Diversity surveys aren’t just good for compliance; they help us demonstrate our values and attract top-of-funnel applicants,” Sydney explains.

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**“Lever gives you the ability to constantly iterate and improve your process to identify areas for growth.”**

## Results

### Lever facilitates 400% growth year-over-year

Lever streamlines every part of Maxwell’s hiring process: from source and nurture, to interview, hire, and beyond. Now, Maxwell is able to fill their pipeline and hire more talent than ever before.

In one year, the company moved thousands of candidates through the funnel and **increased headcount by over 400%**.

“We wouldn’t have been able to grow our headcount by 400% in the last year without Lever. Not just because of data and compliance, but because it empowers the hiring team to have a better process, streamlines their workflow, and enables better decisions,” Sydney says.

Sydney says that Lever played a pivotal role in increasing the acceptance rate by more than 31% and decreasing the time to fill key positions by 20% year-over-year.

“Lever’s data sparked an almost overnight change. Now, we’re holding each other accountable for providing feedback. That helped us increase candidate engagement and decrease time to hire,” Sydney says.

Sydney says that Maxwell embraces digital transformation with open arms. That’s the secret to their success.

“Our revamped hiring process moves candidates through the funnel faster. It’s more efficient. It’s more streamlined. But I think if we had been using a different ATS, our process would have been clunkier and more manual to manage,” Sydney says.

Maxwell is pioneering what good hiring practices should look like in its industry. The company has achieved a Candidate Net Promoter Score (CNPS) of 95 out of a possible 100, thanks in part to the processes they built through Lever.

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**“Lever takes a lot of the frustrating, manual work out of the hiring process and allows me to be more effective and strategic in my role.”**



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your day.**

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