



LEVER

How Kinsta Fast-Tracked Hiring with LeverTRM

140

new employees

118%

company growth

CASE STUDY



“LeverTRM is one of our main platforms we use in talent acquisition. Anything that concerns a candidate that applies to a Kinsta position—we handle it in LeverTRM.”



Zsófia Hidas,

Talent Acquisition Team Lead, Kinsta



Kinsta

Kinsta offers premium managed hosting for companies that crave top performance and expert support.

Product

- LeverTRM for Enterprise
- Advanced Nurture

Highlights

Challenges

- Finding recruitment software to support growth
- Gaining insight into hiring pipelines
- Scaling with confidence

Solution

- LeverTRM is a complete and scalable ATS+CRM solution
- Customizable functionality to fit Kinsta's evolving needs
- One-stop shop for all hiring and recruiting data
- Data-rich insights inform Kinsta's strategic growth

Results

- 118% headcount growth
- Advanced Automation to power ongoing growth
- Improved hiring manager and candidate experiences

Challenges

Finding recruitment software to support growth

Amid massive business growth, Kinsta needed to scale up its team alongside its ever-growing list of customers. Kinsta needed a hiring solution to enable team efficiency and empower collaboration at scale. But Workable—their ATS solution at the time—wasn't keeping pace with their growth.

“Workable didn't have the functionality we needed to support our growth. They offered the things we needed—reporting, referrals, internal hires, etc.—as add-ons for a substantial extra price that we weren't ready to pay,” explains Zsófia Hidas, Talent Acquisition Team Lead.

Gaining insight into hiring pipelines

With their growth initiatives already underway, even finding qualified candidates wasn't enough—Kinsta needed robust reporting, the ability to customize reports according to growth goals, and an easy way to facilitate team communication and collaboration.

Before switching, they researched, read reviews, and tried product demos for multiple potential replacement platforms, including Greenhouse and Lever. After all of that due diligence, they chose LeverTRM because they felt that it offered the most value for the price.

“Basic insights—conversion rates, time to fill, and time to hire—were difficult to measure with Workable. LeverTRM makes those insights available and lets you access all of the features you need for one annual price,” Zsófia says.

Scaling with confidence

Zsófia says that the biggest motivator behind the switch was Lever’s ability to scale alongside Kinsta. LeverTRM had all of the features that the growing company needed, plus an option to upgrade to [LeverTRM for Enterprise](#) at any time to support future growth.

“We were a smaller team, growing fast, so our biggest concern was scalability. We knew that we were going to have an even bigger need for these comprehensive reports,” Zsófia says.

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Solution

Up and running quickly with LeverTRM

An implementation specialist worked closely alongside Kinsta’s team to implement LeverTRM in their environment. With the specialist’s help, they were up and running quickly, and soon leveraged the platform to meet their growth goals.

Part of implementation included setting up customized feedback forms and a scorecard system so that interviewers and hiring managers could work seamlessly in LeverTRM without needing to rely on external spreadsheets. Zsófia says that onboarding was fast and seamless.

“We had an implementation specialist walk me through the entire system in detail and support our requests. He set up features we requested on the backend. Altogether, it was quite a smooth process,” Zsófia says.

Improved recruiting and hiring workflows

LeverTRM streamlines the hiring pipeline for interviewers and hiring managers. Tasks that used to be difficult—like coordinating asynchronous workflows—are now easy. Communicating with candidates, moving them to the next phase, and filling open positions is now much faster.

“Approval workflows are quite smooth now. That’s helpful when we have several people involved in approving a position or an offer. Major financial decisions can be made quickly, even if our team is working remotely across multiple time zones,” Zsófia says.

Another game-changing benefit is the ability to add referrals into the pipeline with the click of a button. Pre-LeverTRM, receiving a referral was a manual process and it was largely handled outside of the system, but LeverTRM makes it easy to manage in one place.

At-a-glance insights inform future growth strategies

LeverTRM’s greatest differentiator, according to Zsófia, is the robust, built-in reporting capabilities, which have Kinsta build up its underlying strategies.

As Kinsta prepares for the future, having insight into where their top candidates are coming from and where candidates get stuck in the hiring pipeline—not to mention a list of “silver-medalists” that Kinsta can save for future consideration after making a hire—has proven invaluable.

“It’s keeping track of where candidates are and what positions you have open and reporting on metrics like time-to-fill. It’s good to have all of that data in one place and stored in a way that’s GDPR-safe,” Zsófia says.

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Results

A solution that scales alongside Kinsta's need

LeverTRM continues to help Kinsta successfully scale up its hiring processes. Since implementation, they hired over 140 new employees in 2 years, **growing their team by 118%**.

Now, with even more projected growth on the horizon, Kinsta upgraded to LeverTRM for Enterprise. They're currently rolling out the use of [Advanced Nurture](#), [Advanced Automation](#), and [Advanced HR](#) to automate recruiting and hiring processes.

Happier hiring managers

On the backend, Zsófia says that the user-friendliness of LeverTRM has made a dramatic difference for her team. Hiring managers find the new system much more intuitive, and the [Easy Book feature](#) means that recruiters spend less time coordinating interviewers.

As use of LeverTRM grows, it has helped them greatly streamline hiring efficiency.

“Hiring managers were really happy when we switched over to LeverTRM. I've received a lot of feedback about how great its functionality is and how easy it is to use. They're saving a couple of hours per month for sure,” Zsófia says.

Better candidate experiences

At the same time, Kinsta has used LeverTRM to foster much stronger candidate relationships. Candidates are never left waiting for a response and they always feel like part of the process, which makes it easy to nurture those relationships for consideration as future roles open up.

“In general, LeverTRM makes candidate management easy. When you have a recruiter or a talent acquisition specialist managing it, it really shortens the time and makes life easier and more intuitive to put people through the hiring process,” Zsófia says.

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LEVER

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to hire strategically and the
tools to nurture top talent.**

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