



LEVER

# How Talend Reduced Time to Fill by 46% with LeverTRM

**32 days**

average time to fill

**3/4**

new hires already  
in the pipeline

**91%**

response rate for  
EEO + DEI Survey

**CASE STUDY**



“Talend is committed to internal mobility, referrals, and nurtured candidates. Leveraging these talent pools means that fewer than  $\frac{1}{4}$  of our roles require us to start from square one. When you’re resource-limited, that’s how you win.”



**Lance Saper,**  
VP of Talent Acquisition, Talend

## Talend

Talend delivers trusted data to businesses around the globe to help them make better, more informed decisions.

## Highlights

### Challenges

- Balancing the “need for speed” vs. getting to know candidates
- Finding robust software to help nurture “silver medalists”
- Empowering diversity during the recruitment process

### Solution

- LeverTRM enables Talend to save “silver medalists” for future roles
- Use the end-to-end TA platform that combines all the functionality of an ATS and CRM
- Customizable tags enable Talend to filter candidates by “consider for future roles”
- Candidate history makes it easy to nurture a relationship
- Built-in reporting delivers EEO and DEI insights

# Challenges

## Balancing the “need for speed” vs. getting to know future employees

Hiring managers face an almost impossible challenge.

On one hand, they’re asked to satisfy their business’s “need for speed”—filling roles quickly to meet growth demands. While on the other hand, getting to know future employees takes time.

Where others might see an impossible contradiction, Talend’s recruitment team embraced an opportunity. Jon Hehir, Global People Marketing Manager at Talend, explains:

“We began taking an almost ‘sales-like’ approach to hiring. We asked ourselves: How do we find hooks that resonate with the talent we’re after? How do we build a relationship with great candidates even if we don’t have a job for them right now? How do we keep them interested in future roles?”

This mindset shift was a turning point for Talend. If the talent acquisition (TA) team could preemptively seek out, engage, and nurture future talent, they’d have top candidates in the pipeline as the need arose.

The challenge then became logistical, according to VP of Talent Acquisition, Lance Sapera:

“The thought process was that we should get to know our top candidates. If we hire them—great! But if we don’t, they might be good for Talend in the future. So, how do we stay connected with them and have them readily identifiable and findable the next time a similar role—or maybe a better role—becomes available?”

## Results

- Average time to fill is now 32 days; **46% faster** vs. pre-Lever
- Fewer than **1/4 roles** require Talend to start from scratch
- **91% response rate** for the EEO + Global Diversity Survey for 2021 YTD

At the same time, Shawna Mathe, Senior Manager of Global Operations, was solving a different challenge: how to use recruitment tools to foster company-wide diversity.

“It’s a candidate-driven market. Diversity is being demanded by our employees and the people we’re interviewing. We can’t risk losing candidates because we’re not pivoting,” she says.

With these needs identified, the final hurdle was finding the best platform. But none of the Candidate Relationship Management (CRM) software nor Applicant Tracking Systems (ATS) they tried had these capabilities... until Talend partnered with Lever.

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**LinkedIn shouldn’t be our primary recruiting tool. Our own ATS and CRM should be.”**

## Solution

### LeverTRM: The end-to-end talent acquisition platform

Because LeverTRM is the first and only talent acquisition platform to provide natively integrated ATS and CRM capabilities in one product, the platform gives Talend’s TA team a single place to source, engage, and hire new talent:

- **Sourcing automation** empowers Talend to find the right person for each role without hunting on LinkedIn.
- **Recruiting CRM** gives the TA team a complete history of every candidate and the ability to filter each candidate by job or where they are in the recruitment pipeline.
- **Reporting** delivers meaningful analytics at a glance, including historic time to fill and overall diversity, equity, and inclusion (DEI) company health.

Leveraging Lever has enabled Talend to transform the recruitment process top-to-bottom. Benefits include:

## 1. Building a list of top-tier talent

Jon finds it puzzling how many recruiters are willing to drop 2 or 3 final-stage candidates (i.e., “silver medalists”) after a role is filled. Lever empowers Talend to continue nurturing these “silver medalists” until a similar or better position opens up.

“A recent hire was a ‘silver medalist’ 3 times. One day, we created a new role that was perfect for him, and he was quick to accept the role. Lever enabled us to keep the conversation going the entire time.”

## 2. Maintaining long-term relationships with candidates

Talend’s TA team created a “consider for future roles” tag within LeverTRM. When a candidate demonstrates that they’d be a great fit at a later date, recruiters add this tag alongside other helpful identifiers such as “role” and “location.”

Recruiters also add notes on what made that candidate stand out and why they weren’t hired the first time. This makes it easy for other team members to connect with the candidate and carry on the conversation at a later date.

“Talend is committed to internal mobility, referrals, and nurtured candidates. Leveraging these talent pools means fewer than 1/4 of our roles require us to start from square one. When you’re resource-limited, that’s how you win,” Lance says.

## 3. Eliminating cold outreach

The Global Talent Engagement Lead, Nath Hollis, has an ambitious goal: eliminating cold email recruitment altogether. Before Lever, that would have been impossible. But with so many candidates in the pipeline, his goal is quickly becoming a reality.

“The traditional process is long: speak to a hiring manager. Figure out what they want. Go to LinkedIn. Do a massive search. Boil it down. Reach out to people. Wait for them to respond. Get them on the phone. Then, finally, begin the process,” he says.

“With Lever, it’s simple: Click on a candidate that was previously a ‘silver medalist.’ Call them up. You already have everything you need to recruit that candidate.”

#### 4. Gaining EEO and DEI insights

Being a publicly-driven company that services global customers, Talend takes Equal Employment Opportunity (EEO) seriously. DEI reporting helps Talend understand diversity at the top of the funnel and track potential bias throughout the recruiting process.

Shawna explains, “Because of Lever’s robust reporting, we’re able to gather and communicate important EEO and DEI information. The platform’s flexibility enables us to track it from a global perspective. Giving people access to that data is incredibly powerful.”

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**One of our new hires was a ‘silver medalist’ 3 times. Lever enabled us to keep the conversation going the entire time.”**

## Results

### Time to fill decreased by 46%

In 8 months, Talend hired 23 “silver medalists”. Each candidate applied for one position, only to later be offered another role within the company. Nurturing each candidate through Lever has had a dramatic impact on Talend’s average time to fill.

“With ‘silver medalists,’ our average time to fill is 32 days—over 4 business weeks faster than hiring someone new. That makes a huge difference,” Lance says.

Before Lever, Talend’s time to fill was 59 days, which Jon describes as a better-than-average rate. With Lever, they’ve reduced that time by nearly 46%. Now, some hires are so quick, **the end-to-end process is done within days.**

“Last month we hired one candidate within 48 hours—from that initial call to the role being filled. It was so fast that Jon wasn’t sure if we should record the time to fill because it lowered the average so dramatically!” Nath laughs.

“It’s true. But it was a legitimate time to fill,” Jon says. “But even if we take that case out of the equation, our average is still around 35 days. It’s still a month lower than our previous time to fill.”

Employees and candidates are thrilled with the steps Talend is taking, and excited by the opportunity to work for a forward-thinking company. In 2021, Talend’s EEO and Global Diversity Survey averaged a high **91% response rate**.

“We’re VERY happy to have the diversity survey launched globally. It’s definitely allowing us to track and measure what our diversity looks like as we monitor conversions and hires,” Shawna says.

As for big-picture impact, the ability to quickly recruit new talent and nurture relationships enables Talend to stay agile, even against large competitors.

“How does a company compete against giants to win top talent? For us, it’s about building a relationship with the people we’ve identified and engaged with, whom we know might be right for Talend at some point in the future,” Lance says.

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**With ‘silver medalists,’ our average time to fill an open position is 32 days—over 4 business weeks faster than hiring someone new. That makes a huge difference.”**



L E V E R

**Discover how LeverTRM can transform the way you hire.**

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