



Customer story

Lyft's road to hiring success built on trusted data

How the ambitious startup grew into an IPO enterprise with Greenhouse

greenhouse + 

Lyft's challenge

Scaling hiring to keep up with ambitious business needs

Greenhouse's solution

Maximizing efficiency to minimize impact on live roles



Keeping pace with business momentum

For Lyft, 2018 was a record growth year. To keep pace with business momentum, bringing the right people onboard in an efficient manner was a priority. However, challenges and limitations with their existing applicant tracking system (ATS) were holding the company back from scaling accordingly.

With ambitious aspirations for the future, Lyft knew they needed to change their hiring process if they were going to achieve their business goals.

Since their early days pioneering the idea of on-demand peer-to-peer ridesharing, Lyft has grown into a thriving business, serving over 30 million riders and nearly 2 million drivers and achieving \$8.1 billion in bookings and \$2.2 billion in revenue in 2018.

To support recruitment efforts, Lyft was using Lever as their ATS but, as the business gained momentum, they found that it wasn't scaling to meet their needs. Challenges Lyft faced prior to implementing Greenhouse included:

Fast facts

2012

company founded

30MM

riders in 2018

\$2.2B

revenue in 2018

Lack of structured hiring

There was no standardized process for hiring and the ATS was used inconsistently across the company. Everything from opening a job requisition and evaluating resumes to the interview and offer process was different for each candidate. That made it incredibly challenging to scale recruitment. The lack of structure was also causing inefficiencies, such as an abundance of onsite interviews per hire requiring a heavy time commitment from interviewers.



Insecure systems and manual processes

In their former ATS, Lyft didn't have the necessary permission settings that would allow the recruiting team to control access to confidential and private information. As a result, the team was maintaining critical information in a separate tool – completely outside of the ATS – that required manual entry.

Ineffective referrals and reporting

Lyft was using 1,200 different referral sources and candidate tags before Greenhouse, which made it impossible to pinpoint how a candidate made their way in. Reporting was ineffective because most information was stored outside the ATS. There was no consistent, objective way to evaluate candidates because each one had a different experience, including varying interview questions and tools they were evaluated on. The company began evaluating ATS providers and, after a thorough RFP, determined that Greenhouse Recruiting met their needs. Lyft was also planning to transition their HRIS from Oracle to Workday and was looking for an ATS that would complement Workday. Seamless integration with Workday set Greenhouse Recruiting apart from the competition and was a key factor in Lyft's selection process.



“Greenhouse’s structured hiring and job-centric approach was exactly what we needed.”

Samara Crasilneck
Head of Talent Operations

Driving maximum efficiency with Greenhouse

When it came time to implement Greenhouse Recruiting, Lyft identified two important factors for success: going live quickly to limit the impact on hiring roles in process and getting stakeholders from across the company involved throughout the process.

Greenhouse worked closely with the Lyft team to ensure that their implementation moved forward smoothly and key milestones were achieved. Lyft also formed a “green team” of people from across the talent team with varying knowledge of Greenhouse. The green team met regularly to go through all aspects of the migration and develop centralized resources that could be leveraged for training. Choosing Greenhouse Recruiting was about much more than getting the team using a new ATS though.

Lyft was looking to change their recruiting culture and leverage Greenhouse Recruiting to implement a structured hiring approach that included:

- Consistent interview plans & stages to drive efficiency
- Scorecards to provide quality feedback from every interview
- Permissions to manage access to confidential information
- Trusted data to understand candidate experience & referral quality

To drive this strategy forward, Lyft put an emphasis on training and documentation, setting a goal to train as many active team members as possible involved in the hiring process (interviewers, hiring managers, recruiters and business partners, to name a few). The trainings were primarily for the recruiting team and were launched simultaneously with a company-wide interview skills training highlighting key areas of using Greenhouse.



This focus on empowering Lyft team members with informative trainings resulted in a 60% completion rate. Lyft also created an internal Greenhouse site to house training videos and documentation for an easily accessible hub of information that hiring managers and interviewers can use whenever they need to produce valuable data insights.

Achieving value from the outset

Immediately following implementation, Lyft could see their Greenhouse-driven hiring strategy start to pay off. Across the organization, people were using Greenhouse best practices and the structured hiring approach was already beginning to drive efficiency. In the first year following implementation, Lyft continued to see an increase in use and realize impressive results, including:

96%

adoption by
hiring managers
of interview kits

35%

reduction in
interviewing
time per hire

50%

reduction in time
spent on capturing
candidate feedback

70%

of active interviewers
submitting scorecards
in less than one day

1

source of candidate
tags, down from
1,200

79%

of hires experiencing
consistent interview
plans

23%

increase in number
of hires from referrals

75%

reduction in response
time to referral candidates,
from 20 days to five

Hiring improvements with Greenhouse

With Greenhouse Recruiting, Lyft established specific referral questions to help further categorize the quality of referrals and determine whether a candidate should be considered a true referral or a good lead. And by automating the candidate survey and prompting people to give actionable responses, Lyft was able to uncover important insights that helped them understand and improve the candidate experience. Lyft's Crasilneck adds: "With our previous ATS, we didn't trust the data that was coming in, which meant we had no way of understanding how we were doing. The Greenhouse platform has allowed us to access these important insights in real time through intuitive dashboards and reports. Additionally, the efficiency we've gained through the structured hiring approach has been a real game-changer and we see this strategy continue to pay dividends."

After implementing Greenhouse Recruiting in March 2018, Lyft grew from 2,500 people to 4,500 by the end of that year. Today, Greenhouse manages close to one million unique candidates for Lyft at any given time.

Looking to the future, Greenhouse and Lyft will continue working closely together to map Lyft's recruitment strategy to their overall business goals and support the company in their mission to redefine the future of transportation.





Greenhouse is the leading hiring software company. More than an ATS, we help businesses be great at hiring through our powerful philosophy, complete suite of software and services, and large partner ecosystem – so businesses can hire for what's next.

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