



Customer story

# TripAdvisor builds a winning hiring solution with Greenhouse Customer-Preferred Partners

greenhouse +  tripadvisor®

# Selecting new tools to connect to your hiring platform can be a complex and confusing endeavor.

**The volume and speed of new technologies emerging in the hiring space has created a pain point on top of that: How do you choose the best solution for your needs without introducing high risk and friction?**

The Greenhouse partner ecosystem of 300+ pre-built integrations narrows the field of choice for customers and makes their lives easier. The ability to find and filter integration options streamlines the decision-making process. Going a step further, Greenhouse has introduced a new level of integration partnerships to further simplify hiring tech stack decisions – the Greenhouse Customer-Preferred Partner Program.

This partnership model introduces peer guidance, elevating solutions that have been tested, implemented and recommended by Greenhouse customers. Greenhouse Customer-Preferred Partners reflect the most popular and most frequently used integrations in the ecosystem. By making the most of peer guidance from other Greenhouse customers, your talent team will have the confidence to select exactly the right tools.

For TripAdvisor, hiring technology decisions start with Greenhouse.

## Greenhouse + TripAdvisor at a glance:

300+

Pre-built integrations in the Greenhouse partner ecosystem

6

The number of integrations used by TripAdvisor

3

The number of Customer-Preferred Partners used by TripAdvisor



# How TripAdvisor utilizes Customer-Preferred Partners

**A long-time Greenhouse customer, TripAdvisor has been utilizing the 300+ Greenhouse partner ecosystem to build their hiring tech stack.**

They currently use six Greenhouse partner integrations, including three Customer-Preferred Partners: LinkedIn, HackerRank and HireRight.

Jeff McCarthy is a Senior Talent Acquisition Analyst at TripAdvisor on the recruiting operations team. This team is responsible for almost all recruiting activities outside of requisition fulfillment, including new system and tool implementations, Greenhouse enhancement requests and troubleshooting, training, talent analytics and general problem resolution. Describing the Greenhouse partner integrations, Jeff says,

“Greenhouse’s pre-built integrations make everyone’s lives easier. Since there is no technical lift on the recruiting ops team, it allows for quicker rollout of new tools and systems.”





# TripAdvisor company stats

3,800+

Employees worldwide

1,400

Hires expected in 2019

39

Offices the recruiting  
team sits services in

6

Greenhouse partner  
integrations utilized

8

Countries that the recruiting  
team sits services across:

\*3

Out of the six integrations are  
Customer-Preferred Partners:

United States

Argentina

Spain

Ireland

England

France

Singapore

Australia

LinkedIn\*

HackerRank\*

HireRight\*

WayUp

Codility

CoderPad

DocuSign Inc.



TripAdvisor's reliance on the Greenhouse partner ecosystem as a unique resource that enables their recruiting operations team to make better hiring tech decisions to empower their talent acquisition and improve processes and efficiency. "The Greenhouse partnership team has been a great asset to our recruiting function. They're always willing to investigate various new vendors to see if there's a potential fit. Additionally, Greenhouse's Harvest API page allows us to share documentation with potential vendors without ever having to involve the GH team. This significantly cuts down the time spent waiting on responses and helps get our team moving in the right direction."

“One of TripAdvisor’s core values is **speed wins** – our ability to easily and quickly connect tools and systems with Greenhouse through the integration page truly embodies this notion.”

**Jeff McCarthy**

Senior Talent Acquisition Analyst, TripAdvisor

The process for selecting the right technology can be cumbersome and, as a team that prioritizes speed, TripAdvisor is looking for any edge they can get on selecting the right tools. The robust Greenhouse ecosystem of pre-integrated solutions helps minimize friction and lowers the risk that hiring technology selection involves.

“Given the hundreds of innovative applications that can improve a customer’s TA tech stack, it is almost impossible for companies to keep up,” says Dane Hurtubise, Vice President of Platform and



Partnerships at Greenhouse. “Our mission is to make our customers’ lives easier, and the Customer-Preferred Partner Program does exactly that by introducing peer guidance into the selection process.”

Since TripAdvisor is a data-driven organization that values efficiency, Jeff believes the Customer-Preferred Partner Program will inform their future technology purchasing decisions. He also looks forward to helping other Greenhouse customers make the right decisions for their organization.



“One of the **first questions we ask** new vendors is whether or not they have an existing partnership with Greenhouse, or if they have other customers using Greenhouse.”

**Jeff McCarthy**  
Senior Talent Acquisition Analyst, TripAdvisor



# About the Customer-Preferred Partner Program

This is a new partnership model and an expression of Greenhouse's belief that transparency and greater objectivity help talent acquisition teams make better decisions – not just with their technology, but also in their hiring practices and processes. The program elevates tech integration partners who have been tested, implemented and preferred by Greenhouse customers, alleviating the strain on time and resources needed to navigate the selection process.

Peer guidance is harnessed into a powerful resource to help other companies become **better at hiring**.

As an additional benefit, the program creates an incentive for emerging technologies and partners to build the right tools and workflows that customers will want and need.

The program is designed to streamline the process of creating the optimal tech stack for our customers. Whether starting from scratch or searching by category, customers can get a clear sense of which tools their peers are using most frequently and effectively. Customer-Preferred Partners have a history of success servicing Greenhouse customers and are typically the most popular tools that integrate with Greenhouse. Being able to access peer guidance about integration technologies from Greenhouse's own customers is an insightful first step in the selection process.



# What you need to know about Customer-Preferred Partners

## The power of peer guidance

Peer guidance makes it easier for customers to discover and test new tools and technologies in a low-risk way, while creating an incentive for partners to build the right tools and workflows that customers want and need. With the Customer-Preferred Partner Program, Greenhouse customers can confidently make better hiring tech stack decisions.

## Minimize risk












The transparency of being able to select from a predetermined list of most frequently used and trusted integration partners by other Greenhouse customers significantly reduces the risks involved with selecting and implementing a new technology partner.

## Trusted Greenhouse partner ecosystem

Greenhouse has the most robust and fastest-growing partner ecosystem in the hiring technology space. By placing a premium on innovation and seamless integration, customers can choose exactly the right solution or combination of tools for their team's requirements. The Customer-Preferred Partner Program takes this a step further by serving up specific partners who are recommended through peer guidance.



## Who is part of the program?

### **How are Customer-Preferred Partners vetted?**

All Greenhouse Customer-Preferred Partners are preferred by existing Greenhouse customers based on their success within the Greenhouse customer base. The selection process is further informed by customer testimonials to highlight use cases and understand how customer value is created.

### **What's next for Customer-Preferred?**

Greenhouse consistently monitors which tools customers use and prefer and will continue to add more partners as the program scales.

[Learn more about the Greenhouse Customer-Preferred Partner Program here.](#)



# greenhouse

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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