



Customer Story

# Wise transforms hiring processes to meet the speed of growth

Greenhouse guides the global technology company with data, reporting and candidate-centric best practices

greenhouse +  **wise**

Wise's challenge

A lack of structured processes made it hard to collect hiring data and measure the candidate experience during a period of rapid growth

Greenhouse solution

Streamlined hiring processes, easy data reporting and increased confidence with the Hiring Maturity assessment



## Fast facts

2011

Company founded

London

headquarters with  
offices in 13 countries

8 million+

people and businesses  
served

£4 billion

spent every month

2,200+

employees



# About

Wise is a global technology company, building the best way to move money around the world. Their mission is money without borders – instant, convenient, transparent and, eventually, free. They're powering money for people and businesses in their increasingly global lives – to pay, to get paid, to spend, in any currency, wherever you are, whatever you're doing.

## The challenge

Rapid growth in a short period was good news for Wise, but it often meant making compromises on recruiting tools and processes. Their previous ATS, Jobvite, didn't offer the level of rigour the recruiting team needed when it came to measuring their efforts, reporting results and providing a consistent experience for candidates. Wise Recruitment Lead, Jana Smidt, realised Jobvite couldn't scale as fast as her team needed.

## The solution

Jana says, "We needed a tool that could support us through our growth while providing data to make better hiring decisions and, of course, to give all our candidates and users a good experience." Greenhouse was an easy sell for Jana because "making data-driven decisions means getting closer to our mission faster."

# Results

Since implementing Greenhouse in 2016, Wise has transformed their approach to hiring while staying true to their company's mission and values.

## **Smooth and standardised processes that still allow autonomy.**

The Wise recruitment team started by cleaning up and merging the dozens of stages they had. With a slimmed-down set of standardised stages in Greenhouse, they were able to report on pipelines across teams, giving leaders the data they needed.

Once enhanced reporting was in place, Jana says, "recruiters could truly partner with hiring managers and use data to help drive hiring decisions and make each process smarter, more efficient and higher quality."

While Greenhouse helped Wise standardise their reporting processes, it was flexible enough to allow hiring managers the freedom they required. "We are very autonomous in the way we work, which has meant that hiring leads have been able to fully design their hiring process together with their recruiter," says Jana. "Now each recruiter has a bespoke dashboard which they regularly talk through with their hiring teams. We see what we can improve but also what can be optimised."

## **Easy access to hiring data empowers the recruitment team**

Customised dashboards for each hiring team make it easy for recruiters to quickly analyse what's happening for any role. They look at four different pillars: number of hires, speed, conversion and candidate sentiment. And for each pillar, there's a sub-dashboard where they can delve deeper and investigate problems.



“We constantly keep an eye on speed per different interview stage, how certain sources are performing, which roles have been open for longer than 60 days, rejection reasons and offer rejection reasons, among other things.”

– **Jana Smidt**

Recruitment Lead at Wise

Jana says recruiters use these dashboards to monitor what the data is showing – how they are performing against their forecast and whether they’re lagging in speed or candidate sentiment. It’s easy to keep hiring managers up to date on what’s happening and what they need to do.


“Data is integral to how we work and sits at the heart of all our decision-making,” says Jana. Connected to business intelligence tool, Looker, Greenhouse Analytics helps the recruitment team to better visualise data and build more flexible reports.



## Self-reflection and affirmation with the Hiring Maturity assessment

The Wise recruitment team recently took the Greenhouse Hiring Maturity assessment to get a sense of the strengths and areas for improvement in their current processes. Their result, Systematic, indicates the progress they've made since implementing Greenhouse and also points to some areas they'll be focusing on in the future as they continue to improve their hiring over time.

Jana says, "I think the result we got from the test was very much expected. We can definitely work on making more informed hiring decisions. We are already using 'How We Hire' documents for all new roles, however, it'd be good to review all processes globally and additionally get aligned on how we assess values attributes across the globe."



“The Hiring Maturity assessment really helped reinforce what we already knew as a team. I think it could help companies with understanding where to focus in order to get the biggest wins for their talent teams and I love the fact that you’ve outlined very clear steps teams could take.”

– Jana Smidt  
Recruitment Lead at Wise

# 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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