



LEVER

How LeverTRM Powers Digital Transformation at Career Karma

3 weeks

average time-to-fill
across all roles

4X

employee headcount
in 4 months

CASE STUDY



“LeverTRM has allowed my team to shift from a traditional ATS—logging candidates and storing them in a database—to an evolved CSM. Now we are able to shift our recruiting strategies and attract more talent by prioritizing the relationships we build with candidates.”



Jessica Lam,

VP of People, Career Karma

Career Karma

Career Karma helps people break into the tech industry and find promising opportunities that match their career goals.

Highlights

Challenges

- An antiquated ATS was inhibiting company growth
- User-friendliness was so low that hiring managers opted to use spreadsheets instead
- Hiring teams lacked the means to easily source and nurture top talent

Solution

- LeverTRM's user-friendly design facilitates adoption
- Data visualization gives at-a-glance insight into the health of the hiring pipeline
- Built-in sourcing and nurturing capabilities make it easy to find and retain talent
- Visibility and accountability help root out roadblocks and streamline hiring processes
- DEI insights enable Career Karma to reduce bias

Results

- 4X headcount in 6 months
- 3 weeks average time-to-fill
- Scalable hiring processes that support future growth goals

Challenges

Embracing digital transformation

When Jessica Lam joined Career Karma in mid-2021, she brought change with her. One of just 13 employees, her role was to oversee talent acquisition, people development, and people operations as the company prepared for rapid growth.

But it didn't take Jessica long to realize that there was a barrier standing between the hiring team and their goals.

The culprit? An antiquated Applicant Tracking System (ATS).

"I looked at the previous ATS, and it was so outdated. Not only did it make me want to work outside of an ATS, but we had hiring managers who said they couldn't use the tool and had to use Google Sheets instead," she explains.

The previous ATS was difficult to use and, according to Jessica, often caused more problems than it solved. It was so outdated that it could only access traditional job boards like Monster and CareerBuilder. Career Karma needed top talent in the tech space, but they were completely missing their target audience by using the antiquated ATS.

"It was causing so much pain that people would rather spend five extra hours each workweek to capture it manually than use the ATS. We were losing so much time tracking everything manually," Jessica says.

Within one week of being hired, Jessica was already looking for alternative solutions. She considered holding off until the start of the fiscal year to pull the trigger on a new software purchase, but she knew that every day without change was going to cost Career Karma time, money, and opportunities. Digital transformation couldn't wait.

“My team literally could not put up with another second of the old ATS. When you’re using spreadsheets instead of software you paid for, that’s an indication of a broken product,” Jessica says.

“

“I looked at the previous ATS, and it was just so outdated. Not only did it make me want to work outside of an ATS, but we had hiring managers who said they couldn’t use the tool and had to use Google Sheets to track instead.”

Solution

Prioritizing user-friendliness for hiring teams

Jessica’s top contenders for the new ATS were LeverTRM and Greenhouse. She liked the functionality of both, but ease-of-use decided which one was right for Career Karma.

“Greenhouse had a really steep learning curve, especially for hiring managers and interviewers who may not have used a fully-functioning ATS before. I needed a product that would enable my team to quickly onboard candidates, but I didn’t find it quite as intuitive and user-friendly,” she says.

“LeverTRM required almost zero ramp up. Within 30 minutes, everyone was up and running. It’s truly inclusive of all the users that are part of your hiring pipeline—interviewers, hiring managers, team members, and admins,” she adds.

LeverTRM’s low barrier to entry allows Jessica to onboard new users in minutes. The dashboard’s simple and intuitive layout gives her team all of the critical information they need at a glance. For example, hiring managers are able to log in and see what interviewers are scheduled for the day, which interviews still require feedback, and quickly slide through candidates role-by-role for each team. They love that the dashboard gives them a quick snapshot of the first important information first, and doesn’t overwhelm them with too much detail.

“LeverTRM does a great job of giving you a really intuitive, thoughtful, and meaningful breakdown of the state of your hiring pipeline. The most critical data is front and center,” Jessica says.

Building a better candidate experience

Jessica describes the old hiring process as “the wild, wild west.” Career Karma was a lean team of 13 going onto 60 people today, but at that time, it was all hands on deck and creating structured interviews was the last priority on the task list of a hyper-growth company.

Consequently, some candidates moved through the pipeline in weeks while others took months. And as Career Karma grew, it took increasingly longer for the internal team to coordinate and give feedback to candidates.

“We didn’t have the ability to capture the candidate management component. There wasn’t any functionality for accountability on our end, as a recruiting team. So hiring timelines varied wildly and there was no way to keep track of it,” Jessica explains.

Implementing Lever early was key to having a software tool to manage their pipeline. LeverTRM centralizes data and helps unify Career Karma’s hiring team. It adds visibility and accountability to the process, providing insight into where candidates get stuck in the pipeline and why.

“LeverTRM enabled us to prioritize candidate experience, first and foremost. That functionality is key because it holds us accountable and helps our internal teams understand how long it takes to get back to a candidate at each stage,” Jessica says.

Championing DEI in the hiring process

Prioritizing a better candidate experience is enabling Career Karma to set itself apart from its competitors. LeverTRM’s built-in DEI insights enable Jessica and her team to root out potential bias in the hiring process.

“

“LeverTRM does a great job of giving you a really intuitive, thoughtful, and meaningful breakdown of the state of your hiring pipeline.”

Results

Rapid growth + consistent time-to-fill

Career Karma is finally able to achieve its growth goals. LeverTRM makes it easy to find and nurture top talent in the industry, while also streamlining how hiring teams collaborate and onboard.

In just six months, the company used LeverTRM to quadruple its headcount—going from 13 to 60 employees.

“Not only did we streamline the hiring process, but we’ve been able to keep time-to-fill close to 3 weeks from the time a candidate enters the pipeline to when they wrap up,” Jessica says.

Scalable hiring processes

Implementing an ATS early has helped the start-up scale its team alongside the business’ evolving needs. Now they have the processes in place to support future growth and sustain a healthy hiring pipeline even if their business grows 2X or 20X in size.

“Implementing an ATS in the early stages of business growth helps you add structure and clarity to your hiring process—the same way engineers use a project management framework to develop a project,” Jessica says.

Thriving despite “The Great Resignation”

LeverTRM helps Career Karma foster a fair and equitable environment from the very first touchpoint.

While other companies were severely affected by “The Great Resignation”—the biggest reshuffle of labor in modern history—Career Karma continues to attract new candidates and retain top talent.

“You don’t want to lose skilled individuals who are technically trained,” Jessica says. “That’s what I love about LeverTRM—it allows us to manage candidates like customers that want to keep in touch with us. We’re establishing meaningful relationships with our future colleagues, so even if we don’t have a position ready for them today, we can save their information in a database and reach out when we’re ready.”

Thanks to LeverTRM, Jessica and her team have been able to source, attract, engage, and hire top talent even in the face of a notoriously difficult recruiting landscape.

“That database is a goldmine for any hiring team because everyone is competing for talent at a more aggressive rate than ever before. Without LeverTRM, we would have lost out on so much great talent,” Jessica concludes.

“

“Not only did we streamline the hiring process, but we’ve been able to keep time-to-fill close to 3 weeks from the time a candidate enters the pipeline to when they wrap up.”



LEVER

**Don't let an outdated ATS
prevent you from achieving your
growth goals.**

[Get a Personalized Demo](#)