Catalytic

Music streaming service optimizes its ATS with Catalytic

CHALLENGE
Needed to improve overall process efficiency with new ATS tool, Lever

SOLUTION
Deployed Catalytic to automate parts of its recruiting and referral program

IMPACT
Significant process improvement resulting in better execution, data, and access to talent

INDUSTRY
Media services

LOCATIONS
20 worldwide

EMPLOYEES
4,000+

USERS
Approx. 250 million

This music streaming service is scaling its workforce quickly to enable its fast-paced technology innovation and meet the demands of its growing customer base. To manage its increased hiring needs, the company upgraded its Applicant Tracking System (ATS) to Lever, but uncovered that it lacked the capability to automate some of its key talent acquisition processes. The manual work required made its employee referral program less effective, and ultimately slowed down hiring.

The company partnered with Catalytic to bridge the manual gaps. Using Catalytic's workflow engine and integration capabilities, the company automated several key talent acquisition and referral processes that previously required manual data lookup, entry, and communication.

Three ways this company uses Catalytic
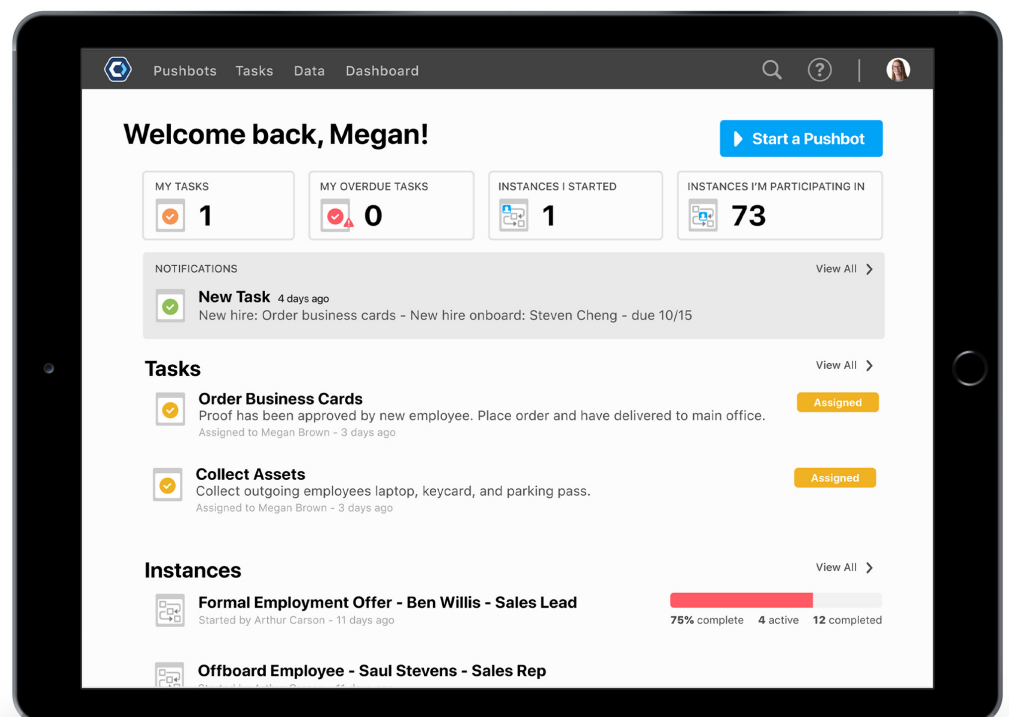
1. Communicate open positions to employees

The company's research and development teams have a particularly high volume of job openings. To take advantage of its existing employees' networks, the company promotes these positions via a weekly email newsletter. Prior to Catalytic, it took several hours for an employee to manually collect the information needed to create a single email communication.

Now, at a specified time, Catalytic automatically pulls information from Lever to create the email communication. For each new position within the previous seven days, Catalytic populates the following information:


The information is collected and organized, and the email newsletter is formatted and distributed by Catalytic without any employee intervention.

2. Better understand why candidates decline offers

In today's competitive labor market, this organization places a high importance on understanding why its top candidates decline job offers. The team uses that data to continuously evaluate their offer packages around compensation, benefits, and perks, to remain a top employer.

Prior to using Catalytic, there was no formal, mandated process for the HR team to collect this information. Now, when a candidate is archived in Lever because they declined an offer, Catalytic facilitates the feedback process, sending an email that instructs the candidate's recruiter to complete a survey on why the candidate declined. This process runs approximately 35 times each month, helping the company to refine its talent acquisition process and identify new candidate trends.
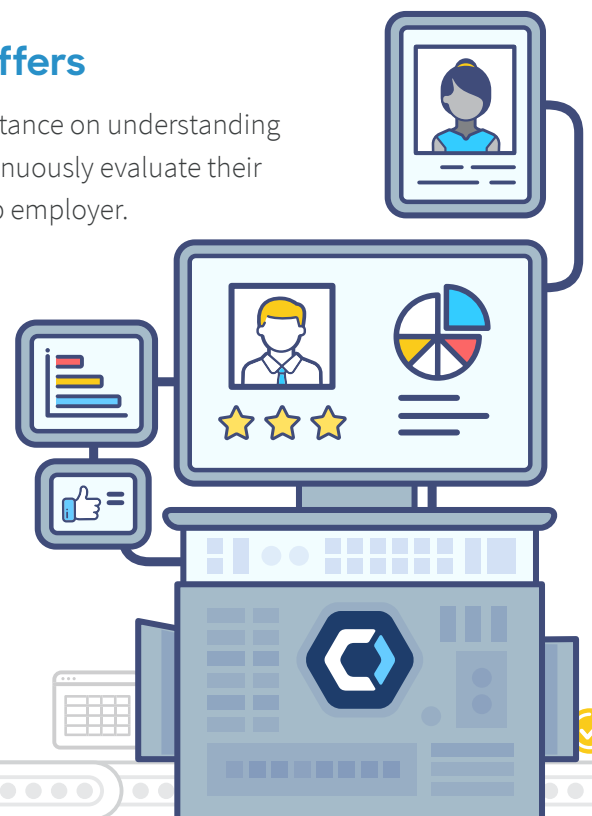
3. Ensure GDPR compliance for referrals

This organization has a robust employee referral program, allowing it to tap into its employees' known networks to broaden its talent pool.

After being referred, candidates must complete a consent form to ensure the company maintains compliance to Europe's General Data Protection Regulation (GDPR), a privacy law protecting an individual's personal information. In this particular case, this GDPR form gets the candidate's consent to be emailed about job postings. As a manual process, this task took up a considerable amount of employee time, as the number of employee referrals can reach more than 1,000 each month.

Today, Catalytic tags the referral appropriately in the Lever system and cross-checks whether that candidate has already submitted a GDPR consent form. If not, Catalytic uses browser automation to send it to the candidate via the Lever interface. Throughout the process, the automation sends emails to the referrer to notify them whether or not the referral was valid, and it alerts them if the candidate is ultimately hired.

This process in Catalytic is run an average of 1,200 times a month and happens almost instantaneously each time. This automation provides a crucial compliance step to obtain GDPR consent from every single newly referred applicant, consistently and efficiently.

Catalytic automatically pulls information from Lever to create and deploy 1,200 emails per month, resulting in saved employee time and errorless execution.

Future success with Catalytic

Catalytic is a next-generation digital process automation platform that supercharges employee productivity. Business users can easily build low-code, smart workflows that connect your systems, data and people. By automating common office tasks such as gathering information, processing documents, making decisions, and generating reports, companies can rapidly boost efficiency and profitability. Our customers, such as Bosch, Dentsu Aegis Network, Mayo Clinic and UL, are realizing 5x returns digitizing manual processes and building new digital strategies.

Get incredible results like other Catalytic customers.

See a demo

Get a free consultation from an automation expert and start building.

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