



LEVER

Insomnia Cookies Speeds Up Hiring Process with LeverTRM

7 days

Reduced time to hire
by 7 business days

~400

active Lever users

3,300+

hires in the last
6 months

CASE STUDY



“Lever does not rest on its laurels. There’s a constant desire to evolve. They recognize that they have to compete in the market, but they also know they have current clients who are satiating for more and more because they know that the platform has the capability to deliver on it.”

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Matt Bucher,

Director of Talent Acquisition and Onboarding,
Insomnia Cookies



Insomnia Cookies

Products

LeverTRM for Enterprise

Highlights

Challenges

- Finding an intuitive ATS that recruiters and other hiring team members could use with ease
- Driving down its time to hire to appease business leadership team and fill critical roles faster
- Integrating HR and recruiting tools directly to ATS to streamline workflows and feedback loop

Solution

- LeverTRM for Enterprise syncs directly with UKG to hand off new hires to HR for onboarding
- Lever Customer Support empowers Insomnia's talent team to make the most of LeverTRM
- Consistent enhancements to LeverTRM augment sourcing, nurturing, hiring, and analysis efforts
- Advanced Automation offers ability to set up custom-tailored approval and workflow triggers

Results

- Reduced time to hire by 7 business days
- Better collaboration with hiring managers
- Franchisees set up for international hiring success

Challenges

Lacking an advanced yet intuitive ATS + CRM

Matt Bucher, Director of Talent Acquisition and Onboarding for Insomnia Cookies, knows leveraging recruiting technologies comes easy to TA pros, including those on his team. But, not every ATS can be easily utilized by other hiring stakeholders like hiring managers and interviewers.

For Insomnia Cookies, Matt mentioned field leaders (i.e., those charged with overseeing operations at franchisees and hiring for roles at specific brick-and-mortar locations) in particular needed an ATS that had a simple user interface, synced with hiring tools they used, and enabled them to effectively and efficiently source and engage candidates.

“I’ve implemented four different applicant tracking systems over the past 20 years, and some of them are great for TA departments but not great for other users that need access to it,” said Matt.

Matt noted many ATS offerings on the market today are antiquated and lack robust candidate relationship management capabilities, powerful analytics, and full-stack integration options.

Moreover, legacy, standalone ATS vendors don’t make it easy for non-recruiters to take advantage of their core capabilities — a factor that often leads to inefficiencies and missed opportunities.

“I wanted to have a vendor that had a solid UI and would easily integrate with some of the ever-changing technologies within our company,” Matt added. “All those things were kind of factored into my decision process. And that’s why we went with LeverTRM.”



“We’re at a point where we have almost 400 active users engaging with the Lever platform every single day to move candidates through the funnel...”

Increasing hiring speed to meet growth goals

In addition to identifying an advanced applicant tracking system with sophisticated but easy-to-use features, Matt noted he also wanted to ensure candidates could move swiftly throughout the recruiting life cycle and top-choice prospects were ultimately hired faster.

This expedited hiring didn’t solely pertain to Insomnia’s corporate team. It also extended to physical store locations worldwide, where many managers and hourly workers needed to be hired. This was particularly true for Canadian locations, which are now the focal point of Insomnia’s global expansion efforts.

“The main focus is our international expansion into the Canadian market, and then the diversification of our company portfolio to utilize franchisee business models in other parts of the world,” said Matt. “We will be the one setting the tone and expectation, regarding how to recruit and hire candidates, and offering best practices on how to go about scaling internationally.”

Solution

Flexible, easy-to-use ATS + CRM solution

Not every talent or hiring team member will need to take advantage of every capability offered in a given ATS. That said, it’s always ideal when your primary recruitment technology offers all the info and data hiring stakeholders need — and can be accessed in just a few simple clicks.

That’s what Insomnia Cookies now has in [LeverTRM for Enterprise](#). Our TA suite empowers recruiters, hiring managers and other individuals associated with the hiring process to review applications and candidate profiles and offer their feedback on current and prospective opportunities in their talent pipeline.

“We’re at a point where we have almost 400 active users engaging with the Lever platform every single day to move candidates through the funnel, and we’re building out training materials every single day to improve those users’ ability to leverage the solution and add new



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things to their recruiting and hiring toolkit to make them more impactful using it,” said Matt.

The intuitive nature of LeverTRM has not only led to speedier and more streamlined work for Insomnia’s recruiters, but also a better recruitment experience for hiring managers and candidates alike.

Store managers, in particular, get an easy-to-use platform that is actually enjoyable to use in their efforts to source and nurture prospective candidates and track their engagement and interest level in real-time.

True TA partner that regularly improves tech

Accessibility and ease of use are one thing. But, there will invariably be times when talent teams need a little help from their ATS vendor of choice to ensure they make the most of the software.

Thanks to [Lever’s Preferred support plan](#), Insomnia’s talent leadership, specialists, and operations managers get regular assistance from our team of experts to discover new and updated capabilities and ensure they have high data hygiene for accurate reporting. The Lever team also shares valuable best practices on how to leverage our [built-in nurture and analytics functionality](#).

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Results

Vastly improved time to hire and collaboration

A critical component to sourcing, nurturing, interviewing, and — ultimately — hiring qualified candidates is being able to sync one’s primary TA technology with other key recruiting tools. Thanks in part to [direct integrations](#) with tools, HR systems, and background check platforms, including UKG, Checkr, and Grayscale.

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More intelligent and automated feedback loops between Insomnia’s talent specialists and other hiring stakeholders across the company also played a big role in helping Matt’s team better advance candidates through its funnel fast and, in turn, extend offers to and hire engaged talent.

All field leaders set up for recruiting success

It’s not just Matt and his staff who do the hiring for Insomnia Cookies. The company’s field leaders are charged with ensuring operational excellence at all brick-and-mortar stores — including the hiring of top-performing team members to take on full- and part-time roles at those locations.

By tapping into Lever’s [Advanced Automation](#) and approvals features, Matt’s team and field leaders can communicate, collaborate, and coordinate the hiring of new employees at its existing stores and future ones it plans to open up across the globe — starting with its Canadian expansion.



“The offer letter process through LeverTRM is great for us. As we expand into a new market in Canada, where we’re creating new work streams within Lever, we’re going to have to put different types of offer letters in the system and make sure that people aren’t seeing what they shouldn’t be seeing.”

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Using LeverTRM’s customizable role access functionality helps Matt and his team simplify the hiring process for hiring team members while maintaining data compliance and ensuring data continuity is correct throughout the entire time Insomnia has access to candidate info in our ATS + CRM.

Simplified candidate engagement and analysis

A key part of modern candidate relationship management strategies is just that: **establishing and maintaining strong relationships with prospects in one’s candidate pipeline.**

At the center of the talent team’s CRM approach is LeverTRM’s out-of-the-box nurture capability, which helps each recruiter deliver bespoke, timely, and automated messaging to leads that promotes open roles at current and upcoming Insomnia locations and for corporate roles.

“Our team likes that they can simply send out the emails within Lever and get that feedback right away from the candidate, and everything kind of tracks within Lever,” said Matt. “So, there’s always a way to reference back timestamps and any type of conversations so that it’s not ancillary to the platform. All that information is captured right in the solution and available to reference as needed.”

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**Scale your workforce
quickly and efficiently
with LeverTRM**

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