CUSTOMER STORY

box

Box Builds its Recruiting Events and Employer Brand with Gem

Box (NYSE: BOX) is a leading content cloud that enables organizations to accelerate business processes, power workplace collaboration, and protect their most valuable information, all while working with a best-of-breed enterprise IT stack. Founded in 2005 with the vision of supporting teams with secure collaboration and file-sharing, the company has since moved into the content management space, where it provides businesses with a platform to manage the entire content lifecycle in the cloud—so teams can automate workflows, collaborate from anywhere, keep their data compliant and secure, and realize *value* from their content, which supports virtually all mission-critical business processes.

> " With Gem's events module, we can track success: Who opened the event invite? And ultimately, how many people did we convert into our pipeline from the event? The amazing thing about the full-funnel view is that now we'll have an answer to the question: Did we hire any candidates directly from this event?
>
> **Lucy Tran**
> Senior Recruiting Program Manager

box

Company Overview:

- Redwood City, CA (HQ)
- Cloud content management
- 2,000+ employees
- Box.com
- ATS: Greenhouse

Pain points / Challenges:

- Needed an automated solution that was more robust and intuitive than what the team had—and that allowed for personalization, so Box could scale its fast-growing team through more than one-and-done outreach
- No way to send-on-behalf-of hiring managers to increase response rates
- Needed a streamlined workflow for recruiting event outreach, tracking RSVPs, and observing who converted into the pipeline from their events
- Only a vague sense of employer brand

Results with Gem:

- The team can set-and-forget entire outreach campaigns, with personalization. Gem auto-logs outreach so recruiters can see the entire messaging history with talent—so multiple touchpoints are possible, *without* the manual work.
- Gem's send-on-behalf of (SOBO) sequences see a 20% higher response rate than the team's non-SOBO sequences
- Gem tracks outreach for recruiting events as well as full-funnel conversion rates through hire—so the team can understand the ROI on its events
- Through Gem's Content Stats and A/B testing, the team is gaining clarity on their employer brand, and how to better drive the story of their org

Over 100,000 businesses—including 67% of the Fortune 500—use Box to manage their content; and "with the urgency for businesses to move to the cloud, thanks to COVID, that number has continued to grow," says Lucy Tran, Senior Recruiting Program Manager for the company. "So *we're* having to grow. We've got over 200 openings internationally right now; and that's not slowing."

When Lucy first started at Box, she was recruiting for the marketing team. Two years later she moved into her current role, which lives under the org's Recruiting Ops and Programs team. "My role was really molded to support the recruiting org with anything that's programmatic, that deals in process improvement. So I oversee LinkedIn, our ATS, and Gem. Really I'm here to enable the team with great tools so they can do what they do best—go out and recruit. That's why we chose Gem." When Lucy first joined Box as a recruiter, "we were 'using' TopFunnel; but I use scare quotes there because not everyone was using it. Ultimately we needed something that was more robust, more intuitive, and that everyone *wanted* to use—something that drove more value."

She was using LinkedIn for her reachouts to passive talent; "but I wasn't keeping track of those efforts; it required too much. LinkedIn is a great supply of candidates. But there's no database or history feed to see whom you've reached out to and whom you *haven't*. A new req would open up and I'd hop back into a LinkedIn project. And I'd think: Well I don't *think* I've pinged this person too many times; I'll reach out again. Some interested prospects just fell through the cracks; and I re-engaged others too often. There were sticky notes. Nothing was sustainable about it."

For Cynthia Chen, Technical Recruiting Generalist at Box, one of the primary pain points was personalization. Cynthia works on some of Box's most niche roles across orgs—product, tech ops, and backend. Before Gem, personalization efforts for outreach for those roles was very manual. "I like to drop in the name of the company the prospect is currently at, mention something they're working on and how it aligns with what the team is currently up to. It really makes a difference in response rates. LinkedIn didn't have those variables," she explains. "That was a *lot* of work to go in and personalize

> "Gem's automated follow-ups are a critical layer we didn't have before. And if you're in talent acquisition and you're sourcing passive talent, you know the power of multiple touchpoints."
>
> **Lucy Tran**
> Senior Recruiting Program Manager

individual outreaches, when a solution like Gem offers tokens." Cynthia says that—beyond auto-populating prospect information—Gem has thoroughly changed her workflow. "*Now* I import everyone into Gem and let Gem handle the outreach from there. I don't have to set reminders for second pings, third pings. I set it up once at the beginning of a sequence, and never have to think about it again." Lucy adds that that's the case *regardless* of how recruiters use Gem. "Some folks reach out immediately through Gem; some reach out on LinkedIn *first* and then use Gem for what we call 'no response campaigns.' So if we create a thousand-person project in LinkedIn and only 10% respond, we flood the other 90% into Gem and message them there. Either way, Gem's automated follow-ups are a critical layer we didn't have before. And if you're in talent acquisition and you're sourcing passive talent, you know the power of multiple touchpoints."

One of the team's favorite Gem features is the bulk sequence feature. "That's the reason we initially took on Gem," Lucy explains, "to alleviate time-to-fill." The other is send-on-behalf-of (SOBO), which allows recruiters to reach out as managers. "Hiring managers have a lot of leverage at Box," Lucy explains, "because we've got really great tenure. A lot of folks have been here for six, seven years. So when a sourcer uses SOBO, talent feels directly seen by the HM. They see this person has tenure. That's meaningful. It makes them want to respond

> "I like to drop in the name of the company the prospect is currently at, mention something they're working on and how it aligns with what the team is currently up to. It really makes a difference in response rates. LinkedIn didn't have those variables."

Cynthia Chen
Technical Recruiting Generalist

to hear why someone would stay at an org for that long." Lucy adds that Cynthia uses SOBO right out of the gate, because it's a huge time-saver and ultimately reduces time-to-fill. "For *one*, it increases response rates exponentially. I pulled Cynthia's stats last month; her SOBO sequences see a 20% higher response rate than the team's non-SOBO sequences. That's a massive difference. For *another*, it eliminates all the time and logistics that scheduling requires. The HM does the screen first, and Cynthia follows up afterward. By *that* time, the sell has already happened." Cynthia emphasizes the time-savings element in her strategy. "SOBO is great regardless of what you're recruiting for. But because my roles are so niche, I get fewer profiles... and these are the folks I absolutely don't want to let slip through my fingers. So I'd rather a manager be the first point of contact, because that's bound to catch talent's attention more."

Box's team has also begun using SOBO for recruiting events. Their events focus is new, but there's been a post-COVID push from a lot of departments to start offering them. "The events themselves have

been really exciting," says Cynthia; "but the event *invites* are exciting, too. They're so much faster with Gem because I can mass email everyone; and all event outreach comes from a separate recruiting events email." What's more, Lucy adds, "it gets all the candidates into Gem and Greenhouse simultaneously. And on top of that, we can track success: Who opened the event invite? How many people did it touch? And ultimately, how many people did we convert into our pipeline from the event? Gem shows us all that data, starting with open rates. And the amazing thing about the full-funnel view is that now we'll have an answer to the question: Did we hire any candidates directly from this event?"

Lucy brings it back to branding. After all, a lot of the KPIs she tracks in her role are employment-brand based. "It's a huge focus for me," she says. "I oversee all our employment brand efforts, bridging talent acquisition with marketing, internal comms, social media. Prior to Gem, employment brand was really vague. How do you track whether people like your brand beyond a Glassdoor score? With Gem, we

> "Gem's send-on-behalf-of feature increases response rates exponentially. I pulled Cynthia's stats last month; her SOBO sequences see a 20% higher response rate than the team's non-SOBO sequences. That's a massive difference. It also eliminates all the time and logistics that scheduling requires."

Lucy Tran
Senior Recruiting Program Manager

get data that actually indicates to us how our brand is doing. Content stats show us who's engaging with our content; what's of interest to a particular candidate, in a particular industry, in a particular department. How does our product-related content land compared to our community-based content? How many clicks and views do we get on the videos we send in outreach; how many page visits do we get to our career site? We can A/B test in Gem and track behavior—all in service of figuring out how to better drive the story of Box."

Lucy's excited to see what this will ultimately mean as the team grows its events strategy. "Recruiting events are different from marketing-hosted events," she says. "It's important to be able to create that branded content and send it out to our prospect database in Gem. From an events perspective, I've been looking for a tool that can do both the tracking and the branding for us. So I'm looking forward to seeing what that looks like as the world opens up, and our events start happening again in person."