CircleCI Ignites Recruitment Process to Scale Faster with the Help of TextExpander

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CircleCI is a rapidly-growing startup with a client roster that includes companies like Spotify, Coinbase, Buzzfeed, and many more. As the world's largest shared continuous integration and continuous delivery (CI/CD) platform, they help software development teams quickly release code by automating the build, test, and delivery process for both mobile and web apps.

Emphasis on the rapidly-growing part, as CircleCI is currently up to more than 400 total worldwide employees. And that number is projected to increase exponentially within the next year…underscoring the importance of CircleCI's small but mighty recruitment team.

CircleCI averages 20-25 new hires per month (a number expected to greatly increase in the coming year).

Tasked with finding and delivering top talent to the organization, CircleCI's recruitment team totals 14 employees, 5 of which are recruitment coordinators. Alice Chu is one of those coordinators, who along with her colleagues, relies heavily on TextExpander for productivity and consistency.

"Our main goal is to set up interviews and to make sure everything is coordinated, confirmed, and scheduled once a candidate enters the process," says Alice. "There is a lot of repetition in certain areas of the communication, templating, common phrases, verbiage, job titles, and things like that."

"If you find yourself typing the same things over and over again, you can transform all of that into a shortcut," continues Alice. "TextExpander is great for anyone who uses emails and meeting scheduling heavily."

In other words, it's great for anyone in the recruiting business.

> **TextExpander is great for anyone who uses emails and meeting scheduling heavily.**

Alice Chu
Recruiting Coordinator & Analyst
CircleCI

How It
All Began

"We were interviewing for another coordinator — and it was actually one of our interviewees that told me about TextExpander in response to a process challenge I mentioned I was having," says Alice.

"So I did some research and competitive analysis, and found TextExpander to be the perfect solution."

A software tool that allows users to easily insert snippets of text and images in any application, TextExpander provided Alice with the ability to establish a library of custom content shared across the entire recruitment team.

The first issue TextExpander resolved for CircleCI was with coordinating candidate interviews. It's necessary for Alice and her team to include the interviewee's title in the communication to the candidate. This required either a great memory on the part of the coordinators or the cumbersome search-copy-paste process to track down and include titles with every interview request email they sent out. They use Greenhouse to assist with applicant tracking, but the software doesn't have the capability to store and output titles the way the team needed.

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Now, a simple TextExpander snippet allows them to type a quick command with the interviewee's first initial and last name, and voilà — the title auto-populates.

"As we continued to scale, we just couldn't expect our coordinators to memorize the titles of all 400 CircleCI employees, so it got to the point where TextExpander was a lifesaver for helping us with that function," says Alice.

But that was just the beginning…

Some of the ways the CircleCI recruitment team uses TextExpander:

- Candidate Emails

- Interview Scheduling

- Internal Schedule Coordination

- Job Title Fill-Ins

- Calendar Invites

- Recruiting Apps

Supercharging the Recruitment Coordination Process

Ultimately, TextExpander has allowed CircleCI to save time and boost productivity by eliminating repetitive typing throughout the recruitment cycle. The ready-to-use message templates Alice and her team have cultivated since partnering with TextExpander have played a key role in the entire process.

From initial contact with prospective candidates...

To coordinating internal schedules...

To setting up interviews...

And follow-up interviews...

Through final communication with all involved parties...

The CircleCI recruitment team uses TextExpander over 1,000 times each month, saving them 15-20 hours or more every month.

"With all the time we used to spend continuously referencing our HR system to find titles, which is now done in seconds with TextExpander snippets...that's a huge time savings for us," Alice explains.

The CircleCI recruitment team uses TextExpander

1,000+
TIMES EACH MONTH

=

15–20
HOURS SAVED MONTHLY

Often juggling what can be hundreds of open job postings on any given day, the CircleCI recruitment team uses TextExpander to ease and streamline organizational communication and serve as their single go-to hub for all candidate correspondence:

New Job Kick-off Emails

These internal communications have a lot of common fields that need to be filled out, which makes it a cinch to house as templates in TextExpander. Beyond that, Alice and the team have a shared library of common update messages to all internal staff and hiring managers that they summon with a couple keystrokes and send with a click.

The CircleCI recruitment coordinator team sends 250+ emails per day.
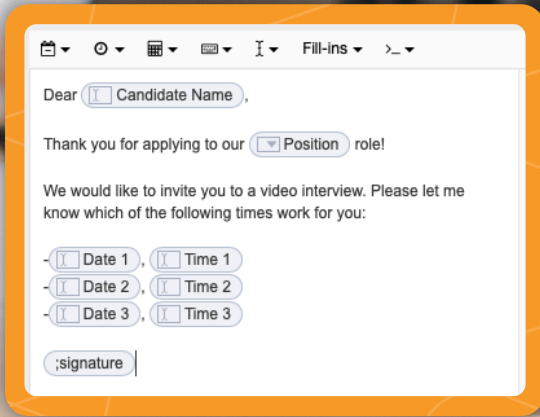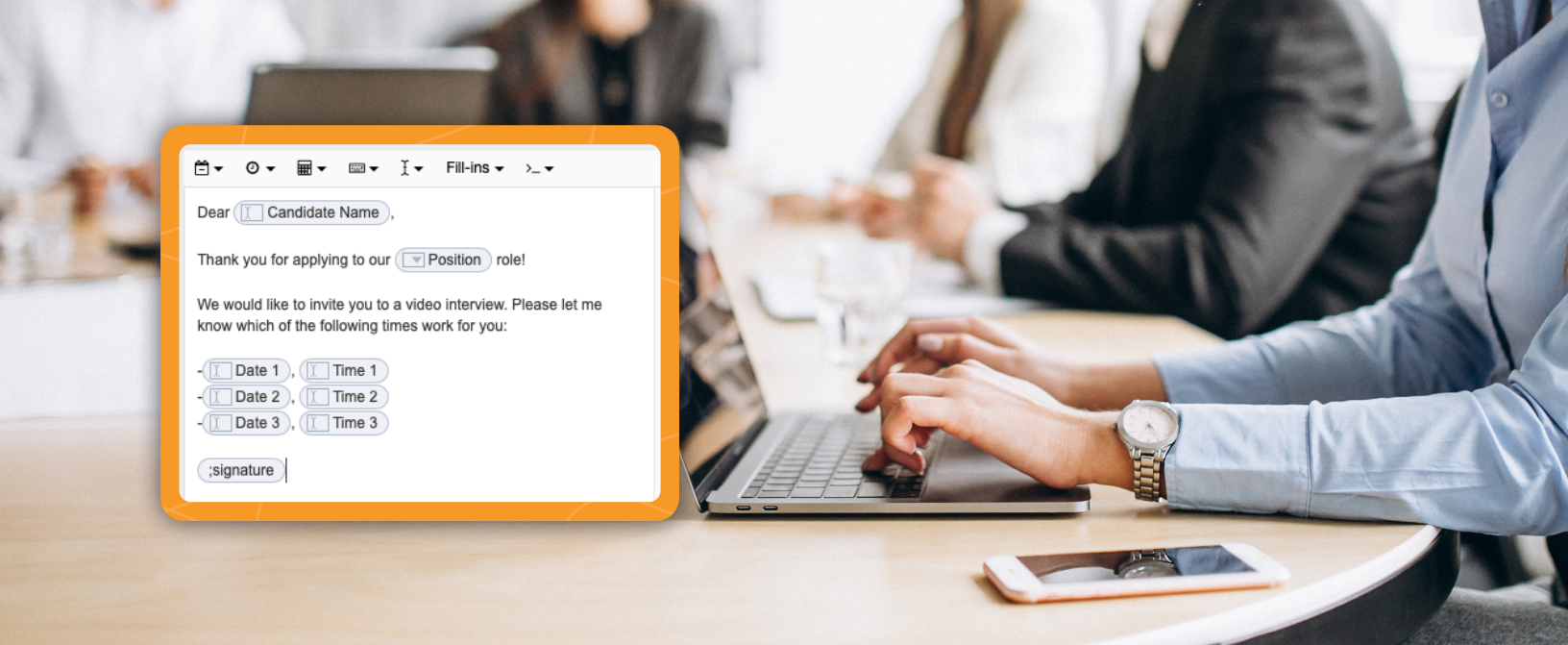
Quickly Respond to Candidate Questions

Having a bank of snippets with answers to common candidate questions and information on the hiring process has proven invaluable to the recruitment coordinators. By typing a short abbreviation, the CircleCI team is presented with a robust and thoughtful response that can be sent as-is, or quickly customized if necessary.

The CircleCI recruitment coordinator team sends

250+

EMAILS PER DAY

Scheduling Calendar Events

Outside of the more typical recruitment use cases, CircleCI loves to use TextExpander for their calendar invites where the same links are populated time and again. Google Calendar doesn't have a solution for this, so Alice created snippets that ensure the proper links are included with every calendar invite — eliminating the need for tedious copy/pasting.

More Consistent Workflows in All Recruiting Apps

When using the recruiting tool, Greenhouse, Alice and the team simplify their communication with fill-in snippets (great for responses that need a little personalization) and relevant text so each candidate receives everything they need to prepare.

CircleCI recruitment coordinators schedule 2-6 kickoff meetings/week and 30-50 interviews/day.

2-6
KICKOFF MEETINGS PER WEEK

&

30-50
INTERVIEWS PER DAY

The TextExpander Difference

Before Alice decided to enlist the services of TextExpander in January of 2020, she did a little research. After running a Google search on "shortcut products" and downloading a few trials and demos, Alice found most of the interfaces to be kind of "clunky and hard to grasp."

With the exception of TextExpander.

The intuitive interface was exactly what she had been looking for, knowing that the tool must be easy to navigate as they brought on more coordinators. The ability to import data was also a huge consideration factor — something every recruitment team relies on with their expansive knowledge base, and something TextExpander offered above all others.

She was particularly impressed with the centralized control the product offered. "I could create snippets that were pushed out to the entire team, rather than each person having to manage their own account. No other competing service offered that functionality," remembers Alice.

And as if all that wasn't enough, the price was right.

"Compared to the other productivity apps I found, the value of what TextExpander provides is quite high," adds Alice.

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Fill More Positions, Faster

Recruitment coordinators spend a lot of time in the weeds. There is perhaps no professional job title where "coordinator" is more apropos, as it takes a very specific skillset to handle such intensive and nuanced synchronization among people and schedules. Because of that, any tool or resource that can ease and simplify their sometimes exhausting daily routine is a welcome respite.

"It's all about fast and easy communication with candidates and stakeholders. There's no question that TextExpander helps us do that — while really improving our productivity and consistency," concludes Alice.

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Ready to see what TextExpander can do for your recruitment team?

Book a demo and claim your free 14-day team trial.

BOOK NOW