# Responding to labor market changes with agility at trivago

**Greenhouse powers streamlined and structured processes with room for customization**

greenhouse + ⬤ trivago

# A legacy recruiting tool that wasn't able to solve hiring challenges

# Customized job experiences and robust recruiting with Greenhouse

# About trivago

On a mission "to become your companion to experience the world," trivago (part of Expedia group) is reshaping the way millions of travelers search for and compare hotels and other accommodations. Founded in 2005, this Düsseldorf-based company went public in 2016 and is now listed on The Nasdaq Stock Market (TRVG).

# The challenge

## A legacy recruiting tool that wasn't able to solve hiring challenges

Recruiting Lead Angela Alesci has been at trivago since 2018. As the headcount has grown to around 800 employees, she says it's become increasingly important to have reliable reporting and the flexibility to go fast – "trivago is a very agile company," she explains. "Our recruiting processes are customized to each team and role." But their previous recruiting tool wasn't supporting that flexibility. Then, as the company grew, they began attracting hundreds of applicants per role. This massive growth put additional strain on a tool that already wasn't ideally suited to their needs. It was challenging to keep track of candidates and the team struggled to maintain clear communication

> "We need the flexibility to have really customized experiences for our roles, and the recruiting tools we were using weren't really supporting us in that sense."
>
> **Angela Alesci**
> Recruiting Lead at trivago

## Fast facts

## 1.5 million
hotels and alternative accommodations

## 190
countries featured

## 31
languages available to trivago users

with hiring managers. "We needed to be more efficient as a recruiting team. We also needed a solution that would allow us to screen and move fast without losing candidates in the process," Angela says. And with GDPR coming into effect, they needed absolute confidence that they were keeping track of candidates' personal information securely.

# The solution

## Customized job experiences and robust reporting with Greenhouse

The recruiting team at trivago assembled a task force to evaluate and test different solutions. As part of the testing team, Angela says two things immediately stood out about Greenhouse: the flexibility of the platform and the reporting functionality. She was sold on the ability to customize each job experience and use data to get a complete picture of what was working and what wasn't in their recruiting process. "Greenhouse has great reporting functionality where you can really see in a couple of clicks how your jobs are doing," says Angela. She recognized that access to this data was the key to helping her and other recruiters take on more strategic roles within their organization.

"Before we had Greenhouse, it was hard to have a complete picture of recruiting at trivago. And that needed to change for the recruiters to grow in their roles and become more like consultants. They needed access to data."

**Angela Alesci**
Recruiting Lead at trivago

# Results

## Automation features supercharge trivago's time to hire

While they used to be held back by slow-moving software, Angela says many of the automated application screening features have accelerated trivago's screening process. She is confident that the team can focus their attention on the most promising candidates. And their average time to hire is now 50 days.

## Greenhouse provides structure yet allows flexibility

While Greenhouse helps trivago's recruiters and hiring managers follow a structured hiring process, sometimes they need to skip a step or rearrange the order of steps. "Sometimes a hiring manager comes to us and says, 'I loved talking to this candidate, but I don't have time to fill out the scorecard right now. Can we already organize the next interview?' And Greenhouse allows us to do that, which is great because sometimes we need that flexibility," says Angela.

## Agility in the recruiting process creates a standout candidate experience

The ability to adapt to hiring managers' needs leads to better relations between the talent team and their business partners, but there's another major benefit. Being agile allows trivago to stand out in a tight labor market. "Sometimes we need to have that flexibility because it's a very competitive market," shares Angela. "And for most of the positions we are hiring for, we're competing with big tech companies, so we need to show our appreciation toward candidates to make sure that they will choose us at the end of the day."

"I think Greenhouse is really good at understanding their customer and their customer's needs, and really implementing that feedback fast. They're good at being customer-centric, with a very strong roadmap of innovations and features that get rolled out every year."

**Angela Alesci**
Recruiting Lead at trivago

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