How Textio Keeps Their Pipeline Full of High-Quality Candidates with SeekOut

SeekOut is Textio's main sourcing platform, providing the team with the information and structure they need to meet their hiring goals.

About

Textio builds AI-powered writing software that detects biases and promotes inclusive language in real time. Businesses choose Textio to help them write more inclusively and to advance their DEI efforts across workplace communications, such as job posts, performance feedback, and employer branded content.

Objectives

Strengthen passive sourcing strategies so that Textio's pipeline is consistently filled with engaged, high-quality candidates.

Use talent data to facilitate clearer communication with hiring managers and manage expectations.

Reduce time spent reviewing the high volume of applications Textio receives weekly.

Highlights

Pipeline is actively filled six to nine months ahead of open roles.

Conversations with hiring managers are richer and more productive, leading to impactful job descriptions.

Discovered new strategies to increase hiring from underrepresented groups.

Challenges

When Jackye Clayton, VP of Talent Acquisition and DEIB, joined the Textio team in 2021, she prioritized adopting tools that enabled her team to go beyond simply filling roles and instead work strategically as talent advisors. This meant securing the following items right away:

- A source of truth to guide job descriptions. When hiring managers have too many job requirements, it can yield narrow candidate pools. Textio needed comprehensive data of the existing talent landscape to guide conversations and shape realistic job requirements for any given role.

- A single platform to build, track, and access applicant and candidate pipeline. To keep a fair and equitable hiring process, the team needed a solid pipeline of talent in advance of open roles. They also wanted the right infrastructure to schedule outreach messages and measure results.

Solution

Jackye is a former SeekOut employee and used the platform daily, so she wanted to continue using the product at Textio. **"I bought SeekOut before I even started working here,"** said Jackye. **"I told the team that I would need SeekOut to get on board. I'm not kidding."**

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- Pipeline is actively filled with engaged candidates. Jackye and her team use drip campaigns within SeekOut to schedule emails to passive candidates six to nine months ahead of open roles with the aim of introducing the Textio brand. They can track open rates and A/B test their messaging all in one place. **"When roles become available, we've already got interested candidates who match what we're looking for,"** said Jackye. **"It's always the first place we start because it removes the entire step of initiating brand awareness, which makes our process faster."**

- Job descriptions are backed by quality data. Jackye's first step is to build a Boolean search in SeekOut with the hiring manager that includes every set of criteria they're looking for. In real time, she shows them how many people within SeekOut's 800 million+ profiles fit their exact specifications. If there are too few results, they strategically remove qualifications to widen their results. **"I tell hiring managers not to guess when it comes to figuring out which skills to exclude or include when we're building a job description,"** said Jackye. **"We have the facts and the data we need within SeekOut's People Insights to make smart choices together."**

- Identifying qualified applicants is faster. Textio is a loved brand that receives a steady stream of weekly submissions through their general application and can attract around 1,000 applicants for a single role. Jackye and her small team save hours of manually sorting through applications because Applicant Review will only bring the most relevant candidates to the top of their search.
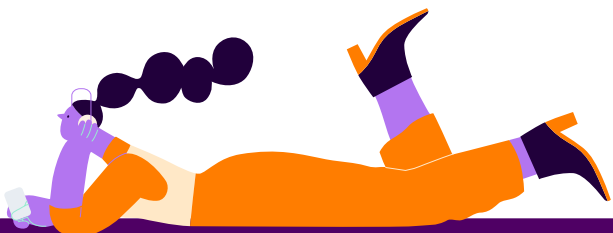
Textio uses SeekOut to accomplish a majority of their recruiting initiatives, and Jackye's team is considering eliminating other recruiting tools altogether in the coming year.

Value of SeekOut

Textio states on their website's career page: **"We care a lot about job descriptions, so we've put a lot of love into ours."** SeekOut helps Textio uncover unexpected insights to craft the right roles for their needs. For example, if Textio is filling a role in Seattle, and many people in the talent pool are working at Microsoft, Textio can investigate tools that candidates are using for certain projects to inform the technologies they could list in their job posting.

SeekOut also provides Textio with fresh ways to hire people from underrepresented groups. For example, the team uses SeekOut's search engine to identify and connect with common organizations and communities that people are involved with. This enables the team to build personal connections rather than confining interactions to connections on social networks.

And Jackye values that SeekOut prioritizes its customers. She and her team can always access a real person when issues arise. **"When I first joined Textio, I loved showing my colleagues how fast customer service would answer my questions,"** she said. **"Within minutes, I get a reply. It's set the bar with other tools I use."**

Request a Demo

SeekOut's leading talent intelligence platform can help you secure hard-to-find and diverse talent and empower internal career mobility to reduce attrition. **Request a demo to see it in action.**