



DOLLAR SHAVE CLUB



Dollar Shave Club uses Jobvite to Shear off Agency Spend



PROBLEM

An inefficient and expensive recruiting process

Without a formal recruiting team or applicant tracking system in place, Dollar Shave Club relied on agencies to bring in the talent they needed — an expensive process that could take months to close a single requisition.



SOLUTION

Jobvite Applicant Tracking System (ATS)

Dollar Shave Club was able to tailor Jobvite to their organization for unprecedented ease-of-use, personalization, and engagement.



RESULTS

Nearly \$2.5 million in savings, 58% reduction in time-to-hire, more proactive recruiting

Using Jobvite, Dollar Shave Club eliminated their agency spend almost completely while filling positions quicker than ever before, allowing them to think future-forward.



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DOLLAR SHAVE CLUB

A Grooming Company Aims to Trim Budget

Based in Venice, California, Dollar Shave Club is a subscription men's lifestyle company on a mission to change the way men address their shaving and grooming needs. In the five years since their launch, they've grown exponentially, with over three million members in North America alone. But to keep up with increasing demand, Dollar Shave Club has had to continually add to their headcount — something that was particularly challenging before they had an applicant tracking system (ATS).

Back when their recruiting program involved only a handful of agencies and a hiring email alias, the thousands of candidates who applied could easily get lost in the shuffle and recruiting spend was high. So when VP of Talent & Recruiting Peter Moore joined the team in August of 2015, he made finding a better way to manage and fill the company's many open positions a top priority. Having worked with Jobvite previously, Moore reached out to the company and after comparing their product to a number of competitors, chose them to be Dollar Shave Club's recruiting partner.

Jobvite, Right In the Nick of Time

Immediately, Moore began to work with a Jobvite implementation specialist to design a workflow tailored specifically to Dollar Shave Club. By coming up with a clear process with ownership assigned at every step of the way, from sourcing to offer letter, both recruiters and hiring managers found identifying and bringing in top candidates to be more streamlined than ever.

"Our recruiters are able to integrate top candidates' resumes and information right into Jobvite, so hiring managers can efficiently review them and decide who's the best fit. The process has been so straightforward and engaging that even our CMO, CFO, and CPO are able to find time to assess candidates," Moore said.

And any time Dollar Shave Club needs to reach out to a candidate with news or next steps, they can communicate with a large group of candidates at once using customized messaging templates.

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– Peter Moore, VP of Talent & Recruiting

"When you have this many candidates applying, you can't always respond individually, but you can make it sound personable and fun," Moore said. "We have standard messages loaded in Jobvite in our brand's voice for invitations to come on site, updates in the process, and even notifications that the position a candidate applied to has been filled. Even when we reach out with not-so-good news, people really appreciate being kept in the loop."

Moore and his team have also been able to reinvigorate their referral program with unprecedented levels of employee participation. "Our employees proactively go into the portal to see which jobs are available and then post them to their different networks — they can really have fun and get creative with it. We looked at other ATS platforms, but nothing allowed us to get the word out there on social like Jobvite does," Moore said.



A Forward-Thinking Recruiting Program

In their eight months with Jobvite, Dollar Shave Club has noticed compelling and concrete benefits. The more efficient process and ability to engage many candidates at once has amplified recruiters' efforts, to the point that they've all but eliminated their recruiting agency spend, for an overall saving of almost \$2.5 million dollars. The team is able to further save by using Jobvite to analyze which sources offer the best return on investment and then adapt their budget accordingly. In addition to cost savings, Dollar Shave Club also achieved significant time savings.

"The agencies we used to depend on could take months to fill a position. The average time-to-hire must have been close to 90 days, but now we're down to 38. I credit a lot of that to Jobvite because every interaction we have with a candidate takes place there," Moore said.

All of this has resulted in Dollar Shave Club having a healthier overall recruiting program — and budget — ensuring they'll have the talent they need to succeed now and in the future.

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About Dollar Shave Club

Dollar Shave Club is a men's grooming brand dedicated to helping men live smarter, more successful lives through high-quality personal care products, content and technology. DSC began in March 2012 with a simple offering: deliver high-quality razors for a few bucks a month. DSC has since launched a lineup of additional products on its march toward owning the men's bathroom. Those products include Wanderer, a sulfate-free shower line including Calming Body Cleanser and Body Bar, Awakening Body Cleanser and Body Bar, Face Cleanser and a Lathering Shower Cloth; Big Cloud, a compromise-free skin protection line including Hand Cream, Lip Balm, and Daily Face Moisturizer with Sunscreen; Boogie's Gel, Clay, Cream, Fiber and Paste; Dr. Carver's Easy Shave Butter, Pillowy Shave Lather, Magnanimous Post Shave Cream, and Miracle Repair Serum; and One Wipe Charlies. DSC will soon be the easiest place for guys to get the things they use every day. For more information, visit www.dollar shaveclub.com or you can also follow Dollar Shave Club on Twitter (@DollarShaveClub), Facebook and Instagram.

About Jobvite

Jobvite is leading the next wave of talent acquisition innovation with a candidate-centric end-to-end talent acquisition suite that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day and beyond. Jobvite's marketing-first Talent Acquisition Suite weaves together AI and automation to increase recruiting speed, improve the quality of hire, and reduce costs. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Schneider Electric, Premise Health, and Zappos.com. To learn more, visit www.jobvite.com or follow the company on social media @Jobvite.

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