

Case Study: **thredUP**

55% Response rates to text message

Headquarters: San Francisco, CA

Industry: Retail

Client Employees: 1,000

New Hires: 100-200/month

THREDUP[®]

thredUP is the largest online marketplace for second-hand women's and children's clothing. Their recruiting team operates in a high-turnover, high-volume, hourly hiring environment. thredUP is a mid-sized operation with around 1,000 employees, four distribution centers, and three brick and mortar stores.

Text Messaging Solves High Volume Recruiting Problem at thredUP

Director of Talent Acquisition, Natalie Breece, was charged with leading a staffing team of two technical recruiters, two corporate recruiters, and four hourly recruiters to find candidates for all of thredUP's 200 open positions each month. Prior to managing hiring at thredUP, Natalie had spent over a decade in corporate and hourly recruiting. "I knew right away that [in the space] where we were operating in, we'd be faced with a massive volume of candidates to engage with," said Natalie.

Natalie and her team weren't seeing much success using email to communicate with candidates. "The hourly workforce we are working with they just aren't on email," Natalie reported. Mass SMS Text Messaging through TextRecruit's candidate engagement platform proved to be an integral part of Natalie's strategy to meet hiring goals of 100 to 200 new hires each month.

55%

**CANDIDATE
RESPONSE RATE**

"We're averaging a 55% response rate and there's a specific message we send that has a 75% response rate."

– Natalie Breece
Director of Talent Acquisition, thredUP



Faster Communications, More Applicants, and Better Relationships with TextRecruit

“We are using [TextRecruit] to increase the speed of our communication. Texting is one of the easiest ways to ignite a conversation. It’s just easier to get in front of our audience with text message,” Natalie said. thredUP’s recruiting team saw increased response rates and were now getting in front of candidates, and scheduling interviews and sending reminders all through text messaging. Leveraging message templates to streamline their text recruiting not only saved the recruiters’ time, but also resulted in quicker response rates by including a call-to-action in every message.

Taking advantage of store foot traffic, Natalie saw a sharp increase in applicants after advertising a custom TextApply short code in thredUP’s retail locations. “A lot of our candidates are actually our customers first, so we used ads with shortcodes and keywords in our stores, and [now] candidates text in inquiring about open jobs with thredUP,” Natalie explained. Applying via text message proved convenient and fast for thredUP’s workforce, and Natalie’s team saw the results first hand.

Thirty days after a batch of thredUP new hires finishes onboarding, Natalie and her team ask questions about their candidate experience. Natalie elaborated, “I asked 40 of our new hires why they decided to join our team. The response was overwhelmingly because of the ease of the interview process and the ease of communicating with texting. This was a game changer for our candidates.”

Using Text Message Throughout the Candidate Lifecycle

After receiving positive feedback from texting in the interview process, Natalie’s team experimented with using text message in their onboarding process. “We started using text messaging throughout their entire candidate experience from scheduling a phone screen to providing them with directions for their first day on site,” Natalie explained. thredUP now schedules drug screens, reminds new hires to sign paperwork and sends personalized welcome messages to new employees on their first day – all through TextRecruit. Having a simple and effective candidate experience proved integral to helping thredUP hire better people, faster.



“One night we pulled about 500 applications from our ATS, uploaded a CSV, and reached out to all of them. We had about 150 responses in about 15 minutes, within the course of an hour our recruiter had interacted with close to 200 candidates!”

– Natalie Breece,
Director of Talent Acquisition, thredUP

