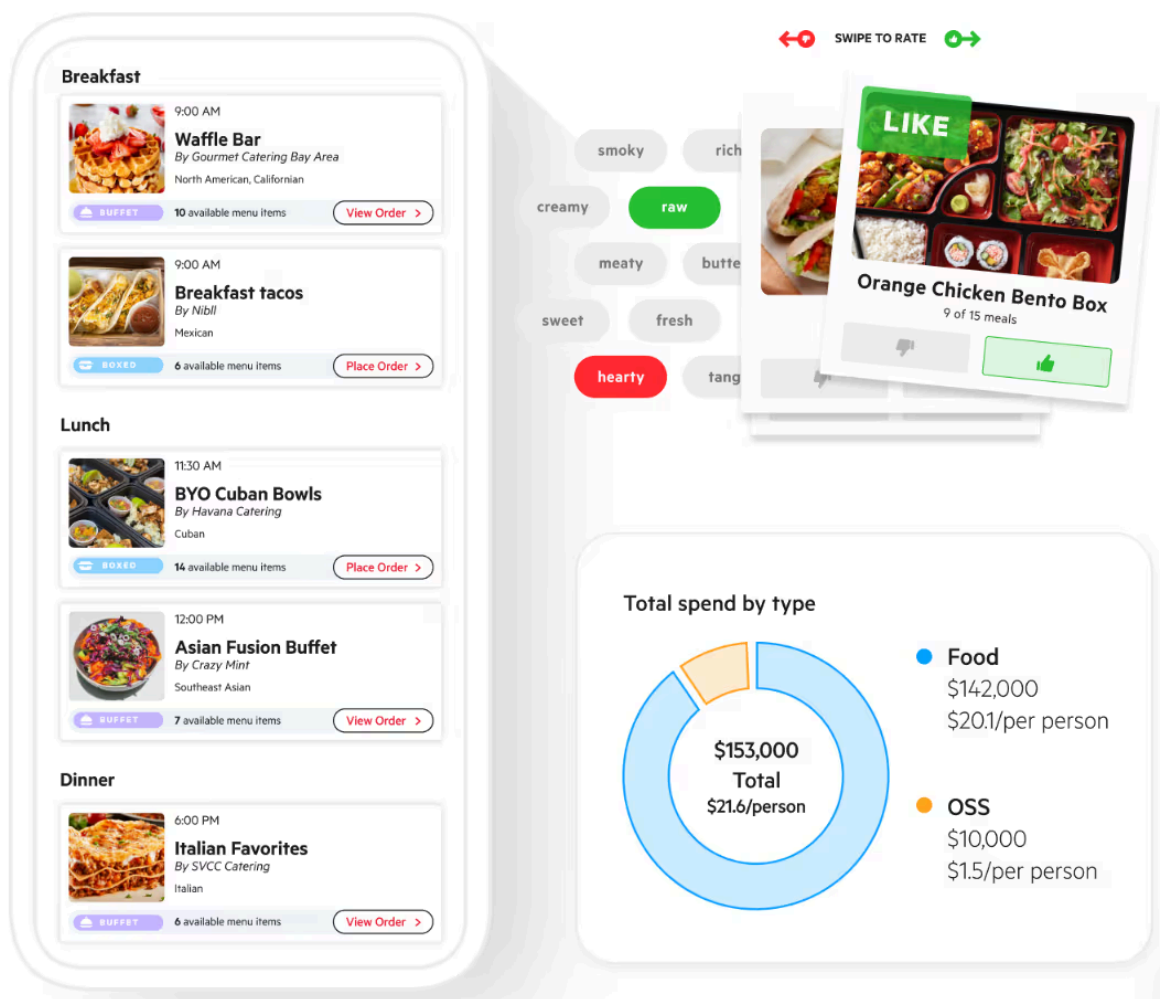




How ModernLoop helped 4 recruiters schedule ~6,000 interviews in one year and grow Zerocater by 55%



Founded in 2009, Zerocater builds revolutionary corporate catering and cafeteria solutions for over 500,000 employees monthly. Zerocater's corporate catering technology helps provide meals people love, while saving companies millions of dollars as they transition to the hybrid workplace.

Thousands of companies like Robinhood, Datadog, Airtable, and McKinsey choose Zerocater for the customized, consistent, and diverse meal experiences its products offer, while also reducing costs by giving companies the flexibility to only pay for the employees who come into the office.

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“Scheduling used to be one the worst parts of our job - with reschedules and all of the time that goes into each task - but ModernLoop has made our team’s life so much easier. It has been a reliable tool for our small team, which has helped us a ton with our interview volume.”

Theresa Morgan, Director of Recruiting, Zerocater

Zerocater’s small recruiting team needed to make an outsized impact, but was up against challenges to scale.

With additional markets in the U.S. coming online every month, Zerocater’s small, full-cycle recruiting team of 4 was feeling the growing pains of expansion.

To meet both headcount growth and the unique hiring needs for both full-time corporate and part-time food services positions, the Zerocater Recruiting Team was at a point where they needed to up-level their recruiting operations.



Managing interview scheduling volume was becoming more difficult

Operating as a lean-team at a high growth start-up, the Zerocater recruiters had to juggle interview scheduling at volume, HR functions like onboarding, and the ownership of everything else in their day to day.

The full-cycle team was charged with handling a range of tasks from sourcing to making offers to vendor management to training interviewers and strategizing on projects with hiring managers and nearly everything else in between.

Without a reliable scheduling tool and ways to automate their workflow, they were in need of a better way to meet hiring goals and create more efficiency.



Existing processes were stretched to the max

Making sure recruiters and interviewers weren't spread too thin, while still providing a top notch candidate experience *and* maintaining a single point of contact for their candidates was a priority for Theresa and the leadership team at Zerocater.

The team was challenged to create scalable, repeatable processes across their diverse open requisitions as well as cross-train both recruiters and interviewers to provide support as well as interview and assess different talent profiles.



The team was fighting to combat recruiter and interviewer burnout

Facing burnout from meeting headcount goals, training new interviewers to meet the interview volume, expanding into new markets and tackling scheduling challenges was all too real, but the team of 4 still needed a way to do more with less in order to hit their goals.

ModernLoop helped 4 recruiters schedule ~6,000 interviews in one year and grow Zerocater by 55%, without burn out



Streamlined, repeatable processes:

The ModernLoop platform helped the team create instant interview plans and processes that are repeatable and simple so recruiters & interviewers can provide coverage for one another as well as work on different roles with ease and no re-training needed.



Consistent candidate experience

A single point of contact & customizable communications made staying in touch with candidates from start to finish with consistent messaging a breeze.



Easy integration with their suite of tools for a seamless user experience

With the teams reliance on ModernLoop to do the heavy lifting, seamless integrations with their Greenhouse ATS and other recruiting and sourcing tools like Hireflow, Indeed, Seekout and Offerup gave the team back so much time that would have been spent clicking between tools and spreadsheets.



Resolved bottlenecks

ModernLoop helped free their time to problem solve and remove bottlenecks by automating manual recruiting processes, as well as improving partnerships with hiring managers.



Load balancing for all

Efficiency through ModernLoop helped Zerocater recruiters maintain a healthy req load balance of 5-10 open roles while still hitting hiring targets. The scheduling algorithm as well as the interviewer training feature also ensured that there were plenty of trained interviewers to represent Zerocater and spread the interview volume out, equipping interviewers with confidence and room to breathe in their day jobs.



ModernLoop helped our swiss army recruiting team ruthlessly prioritize and manage our time so we could be as efficient as possible and reach our goals, work on projects that matter, all while preventing burnout and maintaining a rewarding job for our lean team of 4 recruiters.

Theresa Morgan, Head of Recruiting, Zerocater

With ModernLoop, the Zerocater Recruiting Team was able to do more with less.

After implementing ModernLoop in 2023, Zerocater saw immediate results. The recruiting team of 4 was able to grow the company 55%!

To accomplish this huge jump in activity, the team leaned heavily on ModernLoop. Theresa and her team were also able to schedule nearly ~6,000 interviewers – all without the support of recruiting coordinators or hiring more recruiters.

The ModernLoop platform provided instant built in best practices to help them automate tasks and get hours back in the week, create processes that made it so simple to cross-train both recruiters and interviewers, as well as balance the interview load and provide seamless communication to interviewers, hiring managers and candidates.

ModernLoop's integration with their ATS and other recruiting tools also gave a huge boost in efficiency, saving clicks and allowing the team to focus on building candidate relationships and impactful metrics like time to alignment instead.

Want to hear Zerocater's full story for yourself? Watch the live webinar playback [here](#)!

Results

55% growth in 2023

The recruiting team of 4 hired 190 people

5,793 interviews

Scheduled across multiple U.S. and international time zones

Time to alignment improved

Recruiters were able to focus on quality of hire and matchmaking candidates to the best open positions so new hires would align quickly in their roles once they joined Zerocater

Zero

Number of recruiting coordinators used to schedule over 5,000 interviews

Industry

Technology, Information and Internet

Company size

50 - 200 employees