



# Lime improves time to hire by 30% with Apply Connect.

## SUCCESS STORY

Lime is the world's largest shared electric vehicle company whose mission is to build a future where transportation is shared, affordable and carbon-free. In a challenging hiring market, the Lime Recruiting team was struggling to find contingent workers for open operational roles. To address their hiring challenges, Lime leveraged Apply Connect and Lever (their ATS), which marked a turning point. Through the Apply Connect integration, the Lime Recruiting team was able to **reduce their time to hire for this hiring need by 30%**.

By leveraging the Apply Connect integration, Lime was able to improve both hiring efficiency and the candidate experience. This was achieved through the Easy Apply feature, which allows candidates to apply directly on LinkedIn without leaving the platform. The Applicant Highlight feature improved the candidate screening process by surfacing LinkedIn data, including candidate skills and experience, directly within Lever. Apply Connect also significantly enhanced the hiring workflow and reduced delays through real-time job postings.







## THE CHALLENGE

The Lime Recruiting team of six navigate between 30 to 50 reqs collectively during a month. As a result, velocity and ease matter. The need to switch between LinkedIn Recruiter and Lever to review candidate details created inefficiencies for the team. Additionally, having to wait for three hours for a job to be posted on LinkedIn resulted in reduced team productivity and a longer overall hiring process.

## THE SOLUTION

Apply Connect helped reduce time-to-hire and increased velocity throughout critical points of the hiring process, while enabling an easier flow for Lime's Recruiting team.

## THE RESULTS



### Increase in qualified candidates

Lime's Recruiting team reported an increase in quality applicants which has helped **increase the conversion of candidates** across the recruitment funnel.



### Easy setup

With a click of three buttons, Apply Connect was enabled and **ready to use in minutes**.



### Reduced time-to-hire in a niche area

A **30% decrease in time-to-hire** driven by faster job posting, an increased applicant pool as a result of the Easy Apply feature, and an improved applicant review process.

“ I was quite impressed with the prompt activation, ease of candidate profile review and seeing that we reduced our time-to-hire by 30% for tough-to-fill roles.”



**Melissa Willis**  
Manager, Recruiting Operations  
Lime

## ABOUT LIME

Lime is the world's largest shared electric vehicle company. They're on a mission to build a future where transportation is shared, affordable and carbon-free. Their electric bikes and scooters have powered 400+ million rides in 250+ cities on 5 continents, replacing an estimated 100+ million car trips. Named a Time 100 Most Influential Company and Fast Company Brand That Matters, they achieved a fully profitable year in 2022, becoming the first in our industry to reach this milestone.

### Industry

Software  
Development

### No. of employees

501-1,000

### Headquarters

San Francisco,  
CA

