

Hypergrowth without compromise at Gong

Greenhouse reporting powers data-backed, inclusive decision-making at scale



greenhouse +  GONG

About Gong

Gong was founded on a simple but powerful idea: what would happen if revenue teams could autonomously capture and analyse customer interactions at scale and surface high-impact insights? Since launching in 2015, Gong has grown into an AI-powered platform that helps organisations increase revenue productivity, predictability and growth. As a category creator, Gong has experienced hypergrowth and rapid expansion when it comes to its employee base (1,100+), customers (4,000+) and expanded platform capabilities.

The challenge

Hiring talent at scale: How to respond to hypergrowth with repeatable, inclusive processes

Since Executive Recruiter Austin King joined the company in 2021, he has seen the company triple in size, and the talent acquisition (TA) team rapidly expanded to meet these ambitious hiring needs. “When I joined, we were adding hundreds of Gongsters. It was just exponential growth,” said Austin. “At that point, we had so many openings, we couldn’t hire fast enough.”

One of the top priorities for Gong’s TA team – in addition to hiring at a pace that would support the company’s growth – was to ensure that they were maintaining quality hires with consistent, inclusive hiring processes. Austin said, “You want to bring in expertise that represents a range of affinity groups and experiences, which is what the best companies out there do. Gong’s Talent Team is really passionate about helping to build a diverse company.”

Fast facts

2015

company founded

4,000+

customers

1,100+

employees





“I think there’s always that challenge of hypergrowth to balance hiring so fast with doing it the right way. Are we casting a wide net for each role? Are we really looking at underrepresented groups? Are we really looking at the market as a whole to find the right person instead of just taking the easy way to hire someone who checks a few of the boxes?”

Austin King, Executive Recruiter, Gong

The solution

A data-driven, consistent approach to sourcing and candidate experience: Greenhouse offers intuitive reporting and time-saving automations

Executive Recruiter Austin King said his transition to Greenhouse in 2022 was seamless. “The home screen makes it super easy for me, as a front-end user, to do my job. Everything is there, just a couple of clicks away,” said Austin.

To hire at scale without compromising on candidate quality, the Gong TA team knew data would be key. Kelsey Biggs, Head of Global Talent Acquisition, found what she was looking for in the Greenhouse reporting features: “In Greenhouse, I have that flexibility, there are great dashboards built for me – and then if I want to go build something myself, I also have the Report Builder capability.”



When hiring at the pace that has become standard at Gong, TA teams need to eliminate manual and repetitive tasks whenever possible. The Greenhouse HRIS Link feature integrates with Workday, automating routine tasks and giving the TA team the ability to manage recruiting at scale. “It’s one of the more efficient systems I’ve seen,” said Kelsey. “Previous ATSs haven’t had this level of accountability for scale that you need for a maturing company like Gong.”

“I love Greenhouse reporting. It’s one of the main reasons people choose Greenhouse over competitors.”

Kelsey Biggs, Head of Global Talent Acquisition, Gong

The results

Austin prioritises sourcing 60–70% of candidates from diverse groups to promote representation at the executive level. “The hires Austin makes have a direct impact on our ability to scale and grow effectively. He’s had a tremendous opportunity to make a meaningful impact on the representation of senior leadership,” said Kelsey. Austin’s proactive sourcing approach has meant that 50% of his hires over the past year are people identifying as women or underrepresented minorities, or both.

Data furnished by Greenhouse reports now drives the TA team at Gong. “By actively reviewing candidate sourcing and pipeline pass-through data, the joint hiring team can gain insights into potential drop-off rates and proactively use them to adjust the hiring process or candidate profile,” said Kelsey.

Austin believes that having a consistent, repeatable process – such as the job kick-off form, Greenhouse scorecards and auto-reminders – will carry Gong through its next phases of growth and business maturity. He said, “We now have a great foundation – every leader knows where a role needs to go, how we run the process and how we kick off the role. From start to finish, it’s all there.”

“Many candidates have a full-time job, so how can we make it easy for them from a tools and processes perspective to get engaged, get things on the calendar and stay informed? Greenhouse has helped to streamline a lot of that.”

Austin King, Executive Recruiter, Gong



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