

How Qualtrics reached diverse candidates that were both qualified and interested.

About Qualtrics

Founded in 2002, Qualtrics is a fast growing, global technology company with over 4,200 employees.



Recruiting Goals

- Hire 350—400 students per year
- Find candidates that are both qualified and interested in Qualtrics and their roles

“We couldn’t have the results we have now without RippleMatch.”



Leah Lehmueller
University Recruiting
Program Manager at
Qualtrics

The Challenge

Qualtrics is a fast growing company with great benefits and perks, but they were looking for ways to continuously improve their brand recognition among early-career candidates. Adding to this challenge, Qualtrics hires for many customer-facing roles that require more outbound marketing and candidate education.

Through marketing efforts like recruitment events, Qualtrics was able to generate huge applicant pipelines, but only a small fraction of candidates engaged were both qualified and interested in working for them. Qualtrics was ultimately looking for solutions that could help them efficiently reach a wider audience, and attract more qualified, diverse talent for their open roles.

About RippleMatch

RippleMatch automates how early-career recruiters identify, engage with, and hire diverse talent

ripplematch.com
info@ripplematch.com

Why RippleMatch

Qualtrics chose RippleMatch because of the powerful automation and efficiency in reaching diverse talent audiences with the RippleMatch platform. Qualtrics provides their job criteria and RippleMatch learns what a great candidate looks like for each role. Through automated sourcing, RippleMatch markets Qualtrics' open roles to tens of thousands of candidates across the country who match their job criteria and are actively looking for work. Additionally, RippleMatch ensures Qualtrics is reaching a diverse population by prioritizing outreach to candidates who identify with underrepresented groups.

This intelligent sourcing provided Qualtrics with greatly increased recruiting reach, heightened brand recognition, and a diverse talent pipeline of candidates that were interested in their open roles.

In addition to sourcing diverse talent, Qualtrics is also successfully converting candidates in their pipeline. For example, nearly 30% of Qualtrics' hires for their Product Specialist role came from RippleMatch in one hiring season.

"RippleMatch couldn't make it easier to filter through candidates and find the right ones for our jobs."

Leah Lehmueller
University Recruiting
Program Manager at
Qualtrics

SINCE QUALTRICS PARTNERED WITH RIPPLEMATCH THEY HAVE ACHIEVED THE FOLLOWING RESULTS:

1,174

Schools reached

105+

Candidates hired

75%

Of hires identify with
an underrepresented
group

"RippleMatch is allowing us to have a larger footprint across a wider variety of students."

Leah Lehmueller
University Recruiting Program
Manager at Qualtrics

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