Predictively Shortlisting Candidates and
Increasing Consistency with Plum and Greenhouse

ONE ACRE FUND

About:
One Acre Fund is a nonprofit organization that supplies smallholder farmers with the financing and training they need to grow their way out of hunger and poverty. Instead of giving handouts, One Acre Fund invests in farmers to generate a gain in farm income.
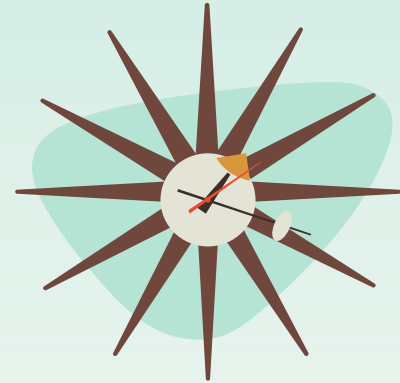
Industry: Nonprofit   **Location:** Global

Because they

receive about 500 applications for every job,

One Acre Fund needed a solution that could manage volume, increase consistency, and integrate seamlessly with their Applicant Tracking System, Greenhouse.

Plum checked all of One Acre Fund's boxes. By integrating Plum into their Greenhouse application, One Acre Fund was ultimately able to

reduce time spent reading resumes by 93%.

plum predict certain.

Because they received an average of 500 applicants for every full-time position, One Acre Fund required a top-of-funnel talent assessment that would predictively shortlist a high volume of applicants, increase consistency, and integrate seamlessly with Greenhouse.

One Acre Fund has offices across East and Southern Africa and the nonprofit organization receives roughly 50,000 job applications every year (an average of 500 applicants per role). A systematized, data-driven, predictive, and candidate-friendly recruiting process is critical to the organization's success. When shopping for a top-of-funnel pre-employment talent assessment, One Acre Fund had three major needs that had to be addressed by an assessment provider:

- **Handling volume.** With thousands of applications flooding in every month, recruiters and senior managers were spending valuable time reading individual resumes, slowing down the hiring process. This challenge increased with the launch of an internship program, which generated tens of thousands of applications in a few weeks. One Acre Fund's recruitment team needed a more efficient way to shortlist candidates and move them through the process faster.

- **Increasing consistency.** As a global organization, One Acre Fund receives applications from all over the world from candidates with a variety of backgrounds. Resumes and cover letters are written differently across countries, making it challenging to consistently assess experience. They also wanted a way to assess a candidate's skills and potential beyond what appears in a resume. The team needed another data point that was consistent across all candidates.

- **Integrating with Greenhouse.** Since One Acre Fund was using Greenhouse, an Applicant Tracking System (ATS), to collect and store applicant data, the organization required an assessment that integrated into the Greenhouse system effortlessly.

The Solution

Plum's Greenhouse integration checked all of One Acre Fund's boxes.

Ultimately, Plum came out on top as the solution that would provide One Acre Fund with the seamless and scalable Greenhouse integration that they needed.

Thanks to the Greenhouse integration, recruiters can view Plum talent scores directly and automatically in the candidate's application in Greenhouse — unlike most other assessments on the market. A simple scan was all recruiters required in order to understand an individual's match in a role.

The seamless process helped One Acre Fund sort more efficiently through the high volume of applicants. One Acre Fund can now predictively assess every individual applicant, and then pass the top applicants to the next phase based on predictors of on-the-job success, not a brief resume scan.

Plum data also helped recruiters evaluate candidates' initial applications more holistically. By measuring applicants' problem solving ability and social intelligence, Plum was able to provide One Acre Fund with a more universal reference point that empowered its recruiters to assess qualities beyond the resume.

> **"Plum has been a valuable addition to One Acre Fund's hiring because we are now learning more about candidates, faster. When we're reviewing candidates' initial applications, we now know not just their employment history, but also what additional skills, such as social intelligence or problem-solving, they would bring to the role."**
>
> -Liz Braden, Senior Associate

By storing their Plum data in Greenhouse, One Acre Fund was able to respond to applicants more quickly — and to reduce time reading resumes by 93 percent.

Integrating Plum into Greenhouse has further systematized One Acre Fund's top-of-funnel hiring process. This has allowed recruiters and senior managers to save a lot of time-to-hire.

Before, senior managers spent an hour and a half per work day participating in recruiting and shortlisting tasks. Now, with additional data from Plum, they spend about 15-30 minutes a day, 3 days a week, completing tasks associated with the first two stages of One Acre Fund's hiring process. That's an average reduction in time spent reviewing resumes by 93 percent!

One Acre Fund was also able to conduct a Plum data analysis to better understand how to identify promising candidates earlier in the hiring process. By reviewing the Plum data for candidates who were successfully hired, One Acre Fund now has more information to identify high-potential candidates earlier in the hiring process.

After gathering the data stored in Greenhouse, One Acre Fund analyzed a candidate's profile data (i.e. their Match Score for a role) and compared it to how far they progressed in the interview process.

Through this analysis, One Acre Fund was able to conclude that there is a misalignment between the Match Criteria and the characteristics that job experts are selecting in the recruitment process. They recognized that they have an opportunity to provide better guidance on how to select Match Criteria that will drive results. One Acre Fund is now using this data to analyze how they can leverage Plum to identify top performing candidates earlier in the hiring process.

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