

Checkout.com uses Textio to standardize inclusive recruiting language for greater DEI impact

Checkout.com overhauled their job descriptions, quadrupled emails sent and improved overall candidate communications with the help of Textio.

Checkout.com is a global payments solution provider with a mission to “help businesses and their communities thrive in the digital economy.” As a leading fintech organization, they have grown to over 1,700 employees (they prefer “colleagues”) across 21 offices around the world since launching in 2012.

The Checkout.com team is intentional about the culture they’re building—they’ve outlined five core operating principles:

- 1 Solve for the customer
- 2 Create a positive legacy
- 3 Stay focused, be accountable
- 4 Act as one team, respect all voices
- 5 Embrace humility

Through these operating principles, inclusion is a core part of the way they work. As they put it: “We roll up our sleeves to help our colleagues, while showing compassion at all times. Together, we create a diverse and inclusive environment in which all perspectives are heard and valued.”



Industry: Financial services

Customer since: 2021

Size: 1,700 employees

Textio products:

Job posts, LinkedIn Recruiter extension,

Gmail extension, Employer brand

“

Textio gives us confidence that we are doing the right things by enabling us to continue learning on a daily basis and be better prepared for the constantly changing talent market.

”

Talent Acquisition Manager
at Checkout.com

This is a team that understands that to make a meaningful and sustained DEI impact, you need to embed DEI into the entire employee lifecycle. Your language, your sourcing, your interviewing, and all the way through your performance management should be carefully tuned to inclusion and equity.

They know the journey is long, and there will always be more to be done. Yet, Checkout.com is doing an exceptional job of organizing multiple DEI activities into a holistic, self-reinforcing strategy. They partner with several career networks such as SheCanCode, the Black Young Professional Network, Evenbreak, and myGwork that support professionals from

underrepresented groups. Over the past year, they also reassessed their recruitment process, improving interview panels, candidate slates, process consistency and interviewer training. In parallel, they continued their efforts to create a place where colleagues feel they belong: celebrating numerous cultural holidays, enhancing policies, upskilling colleagues through workshops and webinars, to name a few.

“We’re building a culture where we are all empowered to go above and beyond, and where there is equal access to opportunities for everyone,” says the Checkout.com team.

“

We see Textio not only as a tool to write inclusively but also as a **catalyst for behavioral change.**

”

☆ Success ☆

1

Sector leader with improved recruiting language

2

More consistent candidate experience: increased emails sent with Textio by 4x in less than 6 months

3

More inclusive mindset overall among team

Seeing the opportunity in recruiting language

The Checkout.com team came to Textio with a strong belief in the value of diversity and inclusion for their success. They recognized that a diverse team and range of perspectives helps them stay creative, innovate and push the boundaries of payments technology for their customers. They knew that reflecting the diversity of their customers in their own workforce was key to their continued growth and resonance.

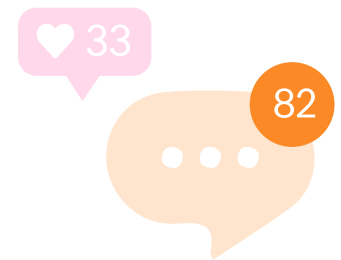
They saw a challenge—and an opportunity—in their recruiting language. Their job descriptions needed an overhaul; they needed to be written with more inclusive language to attract more diverse sets of candidates.

They also saw a need to improve and standardize their candidate experience, particularly in communications.

They knew they could better optimize their recruiting outreach emails, careers site copy, and employer brand social posts to showcase their inclusive culture, invite a wide range of candidates to apply, and more consistently communicate their talent brand.

Embedding inclusion into hiring content and the overall employee experience

The Checkout.com team rolled out Textio for job posts, recruiting mail, and established that candidate outreach should be written in Textio for more inclusive, engaging messages.

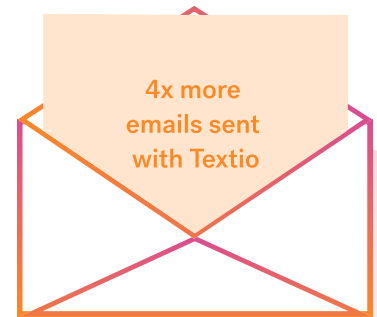


They got to work on other candidate communications too, implementing Textio to start writing website copy and social media posts, using Textio's language guidance specifically for employer brand content.

As they revamped their language, they continued to invest in DEI across the talent lifecycle, with their sights on transforming the candidate experience. They strengthened their partnerships with SheCanCode, the Black Young Professional Network, Evenbreak, and myGwork to specifically reach out to groups that are underrepresented at Checkout.com. In parallel, their colleague-led communities (employee resource groups) contribute to their employees feeling included and supported. With their communities, they've celebrated International Women's Day, organized virtual cook-alongs for Eid and for Hispanic Heritage Month and office lunches for Diwali, participated in London's Pride parade, LinkedIn Lives for Black History Month, a Lion dance for 2023 Chinese New year, and so much more. The Checkout.com team also upskills employees on how they can contribute to an inclusive workplace, including dedicated content on topics such as psychological safety, disability, and bias.

Leading the way and creating culture change

After committing as a team to consistent Textio use, Checkout.com quadrupled the number of emails they sent in less than six months. In their work to improve their recruiting language in job posts, they're now leading their industry sector: They've brought their average Textio Score (a measure of how inclusive, engaging, and effective a document is) up substantially, to nearly 85 today—well above their direct competitors.



Just as important, using Textio is creating real culture change beyond writing talent content. Language guidance in Textio prompts team discussions at Checkout.com around the impact of certain words, the importance of growth mindset, and more. The inclusion coaching embedded within the software encourages ongoing learning and more inclusive thinking and behavior beyond the Textio experience. “We see Textio as a catalyst for behavioral change,” the Checkout.com team shared.

Chat with Textio!

For more information on how Textio can help your team, reach out to sales@textio.com.