

Increasing representation through a multi-layer DEI strategy with Textio

Combining Textio’s language guidance with new sourcing, hiring, and talent development efforts has helped Zendesk increase representation of underrepresented groups (URGs), while saving recruiters time and boosting everyone’s DEI awareness.

As champions of customer service, Zendesk understands the importance of reflecting the diversity of your customer base in your own team. Part of their overall DEI mission is to “foster a diverse workforce and inclusive products that reflect our customers and their needs, leading to better experiences.” It goes beyond the business case for Zendesk, though: They want their work environment to be one in which employees can be their true selves; they’re using their resources to combat injustices in their broader community. And, with more than 100,000 customers in over 160 locations spanning several industries and sizes, scalability is essential.

How does a global company align teams across the organization to support DEI? They create a multi-layer strategy that celebrates strengths while addressing opportunities for growth. That includes recruiting language.

Broadening the pipeline

When Zendesk introduced Textio in 2019, the company was on a mission to attract, develop, and retain a more diverse team. These three pillars—*attract, develop, retain*—are crucial. They demonstrate that Zendesk understood that it’s not enough to be a sustainably diverse and inclusive organization, you need a focus that spans the entire talent lifecycle.



Industry: Tech (SaaS)

Customer since: 2019

Size: 6,000+ employees

Uses Textio for: Job posts, LinkedIn recruiting

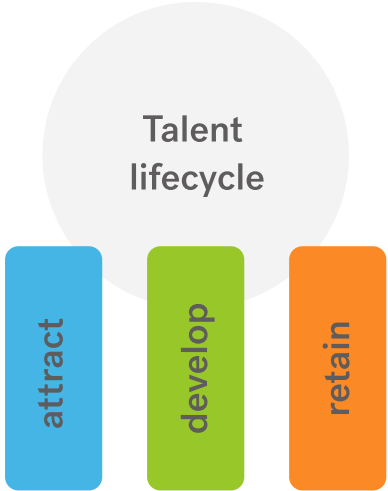
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“Textio is the catalyst of our process, kicking off an intentional and consistent-sounding job description that appeals more broadly, surfaces oversights, and allows us to scale our operations.”

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Alejandra Quiroz
Senior Talent Operations Analyst

The talent acquisition team began setting a strategy for the “attract” pillar of this company-wide plan. On a team of over 70 recruiters across the globe carrying an average requisition load of 15-20 each, reaching a more diverse candidate pipeline and ensuring a balanced slate of candidates all the way to the offer stage is no small feat. But, the team didn’t shy away from the challenge. With a focus on scaling the company’s inclusive culture and values specifically in hiring, Zendesk implemented Textio’s inclusive language guidance into their recruiting process to achieve three concrete goals.



☆ Goals ☆

1

Reach a more diverse candidate pool

2

Increase representation among URGs (underrepresented groups)

3

Scale a consistent brand voice and unbiased tone

Scaling inclusive language

Successful change management often follows a three-part recipe: buy-in, thoughtful process design, and time to adopt. Zendesk executed beautifully on this concept by coupling their Textio usage with other process-level recruiting improvements.

First, the team set—and achieved—a high bar for job posts. By consistently achieving a Textio score of 90+ and a gender-neutral tone, Zendesk has experienced a recruiting language evolution over the past four years.

They also focused on reducing friction across the many systems recruiters and hiring managers are navigating. The team intentionally embedded Textio across recruiting workstreams to craft more engaging and inclusive job posts, outreach emails, and more, with the help of Textio’s Workday ATS and LinkedIn Recruiter integrations.

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We’re tracking and engaging functional leaders because it can’t just be talent acquisition moving the needle independently. **We all have to commit to this work long-term.** We train everyone involved in the hiring process on inclusive hiring practices and arm them with the resources they need, including Textio.”

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Margaux Bernard
EMEA Partner - Global Diversity, Equity and Inclusion

Measuring progress

Now, not only is the team working hard to attract a broader talent pipeline, but they're also examining how demographically balanced the pipeline is across all stages—from application to offer—as a way to measure overall progress.

By analyzing the entire hiring funnel, Zendesk is finding specific opportunities to stay accountable to their diversity goals. The company committed to hiring three times the attrition rate of URGs, as well as ensuring balance in each slate of candidates that move to the onsite stage—part of their “Inclusion in Action” program.

Zendesk is leading by example in the tech industry. And next, the team is rolling out programs like self-ID to better understand their demographics and learn where more investment is needed.



Textio Score
Very Strong



“Textio has helped **simplify and speed up** the recruiting process. We have picked up the pace in job description revisions while making sure that we're using **inclusive language that's aligned with our brand.**”



Alejandra Quiroz
Senior Talent Operations Analyst

☆ Wins ☆

1

Company-wide scores of 90 or above in Textio

2

Gender-neutral tone in all job posts

3

Embedded Textio's guidance into all recruiting systems

A team of “people people”

Zendesk lives by their motto “we're people people.” And this rings true in their recruiting work with Textio and beyond. When it comes to their main goal of attracting, retaining, and developing a more diverse workforce, the results are impressive. Not only has gender balance improved across the board, but representation of Black employees in the United States has increased.

Most importantly, Zendesk takes a holistic approach to DEI. Through dedicated inclusion, equity, and belonging initiatives, the company is addressing DEI in all parts of the candidate and employee lifecycle to ensure sustainable progress. From inclusive recruiting language to a diversity council to employee communities (ERGs), all talent and people teams are doing their part to back up company-wide goals with individual action.

Chat with Textio!

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

