



Asana

“Envoy lets us focus on our guests and create that personal, welcoming experience—which is important when you’re interviewing as much as Asana is.”

—Cristina Gavin, Office Coordinator

Asana's brand starts at the front desk

The team behind **Asana**, makers of the popular work tracking app for teams, is on a mission to “help humanity thrive by enabling all teams to work together effortlessly.” And that team is growing fast. It’s crucial, then, that the company —**rated 5 stars on Glassdoor**— makes and keeps a good first impression.

Job interviews are a two-way street; when you love where you work, you want that to be evident the moment a candidate walks through the door. Asana puts a high priority on **values** like mindfulness and building a company that’s a collective of peers—values that permeate everything from product-design critiques and roadmap planning to the tiniest detail of their recruiting process. So it’s no surprise that when someone comes in for an interview, their “Asana experience” begins at the front desk.

When she started working at Asana, Office Coordinator Cristina Gavin saw the



Location

San Francisco, CA



Visitors

4,000+



Industry

Technology



Employees

180



Host notifications

5,000+

way its front desk was managed as being the crucial first touchpoint for the thousands of guests who visit Asana every year – from press to candidates. Even before the check-in moment, the actual person makes or breaks the experience.

"Our reception staff is absolutely essential to how people feel when they come into the office," she says. "How our guests are treated sets the tone for the rest of their experience at our office. It's a direct representation of our brand and our culture. Thankfully, we of course have amazing people who do just this."

Ease stress for interviewees

Like any upstart company, guests were previously tracked in paper-and-pen log books—not the most friendly welcome. "It put the focus on paperwork, not the person," says Gavin. Switching to Envoy gave Asana a secure and seamless way to record visitors with a more personal experience.

"It lets us pay attention to our guests instead of worrying whether we, say, spelled their name incorrectly," Gavin says. "We can focus on creating a welcoming experience – our highest priority – which interview candidates especially appreciate because they're often nervous. Envoy helps us create a great impression of our company and our internal culture right off the bat!"

Support a seamless interview process

For the bulk of applicant tracking and recruiting loops, Asana, of course, manages its pipeline inside its own Asana software. But for quick pings on guest arrivals, Asana leverages Envoy's **Slack** (the team chat app) integration, which lets employees know when their visitors arrive. And with so many interviews on the go, these notifications help busy Asanas catch a break.

"If you're a recruiter or interviewing heavily, even when you're deeply familiar with the candidate's background, it's understandably easy to forget who you're about to meet with," Gavin says. "The Envoy notifications help you to remember people's names just at the time when you need it the most, keeping everything moving along effortlessly."

Envoy's **assistant feature** is particularly great for executives, Gavin adds. It allows assistants, who are typically the ones who coordinate external meetings, to greet guests personally to start the process with a great, on-brand experience.

Asana, one of the fastest-growing enterprise companies in the SaaS space, has since hired more than 100 people after setting up Envoy. Gavin concludes: "Our headcount plans are even more exciting for 2016, and we're so thankful to have

Enjoy to help us from the moment people walk in the door."



Challenges

Too much time spent on paperwork during check-in

Need better way for recruiters to remember candidates

Need better way for assistants to greet VIPs



Results

Easy digital sign-in means more personal attention

Notifications support seamless interview experience

Assistant feature creates great impression for VIPs