

T-Mobile rejects the tradeoff between hiring quickly and hiring diversely with the help of Textio

T-Mobile adds Textio to their DEI tech stack and attracts 17% more women candidates while filling roles an average of 5 days faster.

T-Mobile, a US-based telecommunications company and “America’s supercharged Un-carrier,” is known for breaking rules. They do things differently—perhaps you’ve seen their bold magenta branding—and they embrace divergence. To sustain a culture like that, you need a breadth of backgrounds and experiences on your team. And you need people to feel supported in sharing their differences. T-Mobile is well aware of this.

They explain it this way: “Diversity is in our DNA. We embrace diversity and inclusion—not just because it’s the right thing to do. Our diverse team (and customer base!) helps us break down barriers and rewrite the rules.” As far as creating that inclusive and supportive culture? They say “Be yourself. We like it that way. Diversity fuels the Uncarrier spirit.”

Critically, their actions back up their words. As part of their Equity In Action Plan, they’re partnering with civil rights organizations to build more diversity, equity, and inclusion throughout their business. They’ve also pledged to hire 10,000 military veterans and military spouses by 2023. And, they publicly track and report on race and gender representation within their workforce, including at the manager and executive levels.

T Mobile™

Industry: Telecommunications

Customer since: 2019

Size: 75,000 employees

Textio products: Job posts, Outlook integration, LinkedIn Recruiter extension, Employer brand, Workday ATS integration

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The T-Mobile team has built an internal Inclusion Council as well, made up of employees across the company. With over 40+ nationwide chapters, this group works to create more DEI awareness, conversation, and events for all employees. T-Mobile also supports several employee resource groups (ERGs) to bolster employees' sense of belonging at T-Mobile.

These efforts are not going unnoticed: T-Mobile has been recognized as a best place to work for the LGBTQ+ community and those with disabilities. They're also designated a top Military Friendly and Military Spouse Friendly employer.

It's this focus and intentionality behind DEI that enables T-Mobile to attract diverse pools of candidates in the first place. They bring that same DEI energy from their culture into their recruiting—which is what brought them to Textio.

“We want to be as inclusive as possible, Textio kept popping up.”

To recruit inclusively means to communicate to candidates inclusively. T-Mobile understands this; leadership within the company was excited from the beginning about bringing Textio onboard to support diversity goals.

They'd identified Textio as a leading DEI software, and wanted to invest in top technology for their DEI recruiting efforts. Plus, they saw how optimizing their recruiting language could help them engage more candidates and make faster progress on their goals. “We wanted to ensure our job descriptions and recruiting language were as inclusive as possible, to ensure we're bringing on the right people and helping with our diversity metrics,” shared Lacey Foster, Sr. Manager of Talent Acquisition Programs at T-Mobile.

17% more women
candidates hired by using a
neutral tone



Textio Score
Very Strong



5 days faster time-to-fill

This high-level buy-in was important, because in addition to rolling Textio out to approximately 125 recruiters, the Employer Brand Marketing team, DEI employees, and over 9,000 hiring managers, they needed to bring this new technology in amid a major company merger.

These conditions could have made for low adoption of any solution, but the shared vision of a more diverse, inclusive, and equitable workplace meant people were open to trying new things. This was (and remains) instrumental in their progress as a company.

Integrating inclusion guidance across the candidate journey

The T-Mobile team incorporated Textio throughout their recruiting workflow—in job posts, recruiting emails, and employer brand content—to aid everyone who communicates with candidates with inclusive language guidance. They also integrated Textio directly into Workday, allowing recruiters and hiring managers to edit job descriptions with Textio suggestions right in their ATS.

T-Mobile began ensuring all job posts—from retail positions to customer care roles, technology, finance, and more—received a Textio touch. “We have a vast array of positions that we’re running through Textio. It’s something that I have all of our sourcers do,” notes Ari Vafaei, Sr. Manager of Military & Diversity Recruiting and Sourcing at T-Mobile.

Beyond Textio, they also began encouraging ERG participation in recruiting events. They invited members of ERGs to get involved, understanding the value of representation and a sense of belonging at the earliest stages of outreach. Additionally, they established DEI committees in each business unit, that include representation from leadership, and employees.

They’ve found that the existence of the councils is getting hiring managers more involved in diversity efforts. “It encourages them to ask questions,” Vafaei said. The DEI team is there to help, providing a quarterly diversity report that not only outlines representation numbers but also provides ideas on how to attract more diverse candidate pools.

Vafaei reports there is strong partnership between the DEI team and councils—and throughout the business. “People are super open to it. They want to partner and participate.”

The T-Mobile team found even more value in their Textio subscription too, through the Textio U customer learning center. The DEI team “went through all of the training. It was hugely helpful. The team was really impressed,” Vafaei said.

More women applicants, less time to fill

A holistic DEI strategy is the best way to see results, and T-Mobile is a solid example. The work the team is doing culturally and in talent acquisition, including implementing Textio, is showing up in their hiring metrics.

When the T-Mobile team edits their job posts to a gender-neutral tone in Textio, they see 17% more women candidates. When they get a post to a Textio Score of 90 or higher, they see a 5-day faster time to fill on average.

“I think the data speaks for itself. If you’re using Textio and using the most inclusive language you can, you’re going to attract candidates and get through the process quicker,” says Foster.

“It doesn’t just improve response rates,” adds Vafaei about writing content in Textio “it also shares the culture. It makes the person reading actually feel something. It helps our sourcers add color to their writing. Hiring managers realized things that they never knew were possible.”

“I had a bunch of realizations myself—that have adapted the way I write and speak,” Vafaei says, referring to Textio’s gender meter and age graph functionality. “I had to make an adjustment.”

T-Mobile is also seeing incredible results in the work they’ve done with ERGs to participate in recruiting. They’ve had a 12x increase in activity in recruiting events in 2022; their top source of employee referrals is now their Veterans and Allies Network.



Increase of women employees hired

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Manager of Talent Acquisition Programs

The team is proud, and sees bringing Textio on as a stand-out accomplishment.

“Implementing Textio was a major goal of ours: rolling it out, integrating it with Workday, and making sure recruiters knew it was available—and doing all of that during a merger and also a pandemic,” said Foster. The work was well worth it, as the team sees the impact in their pipeline and an increase in Textio adoption across the organization.

“We’re really excited about increased interest in Textio from other groups [in the company],” Foster said, referring to Textio’s new performance management solution.

On bringing Textio into a company in general, Foster summed it up succinctly: “Everyone knows this is way to go. The more ways you can get employees writing like that—it gets you into the practice of speaking and writing inclusively. We’re really invested in that. We love that Textio is starting to branch out.”

Chat with Textio!

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

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- 1 17% more women applicants with a neutral tone
- 2 5 days faster time-to-fill with a Textio score of 90+
- 3 Upskilling the team in DEI topics with Textio U