



CASE STUDY:

Automating Pre-screening of High Volume Inbound Applications



MAIL RU

Mail.ru is a large email provider, similar to Gmail from Google and other large email solutions. They wanted to automate their pre-screening process to better cope with the enormous inbound volume of resumes, and also capture important candidate data including skills, experiences and preferences in their ATS. All employers with high turnover may struggle to keep up with the process of finding new candidates, screening them, scheduling interviews and keeping applicants updated on their status. The time drain for all of these activities limits the most important recruiter task of all, interviewing.



HR EFFICIENCY
INCREASE
WITH 60%

THE CHALLENGE

Pre-screening resumes is an arduous and labor intensive job. MAIL.ru receives between **130-150** resumes per day, and could only allocate two people to the task of resume review. A typical resume pre-screen process took about ten minutes of the recruiters' time. They asked us to create a tool that supports this screening process, allowing the recruiters to spend more time on interviewing those candidates that pass pre-screening. The goal was to reduce the time required to screen candidates, and thereby reduce the time to fill all job vacancies.

THE SOLUTION

We integrated XOR, the HR chatbot, into the career landing page of Mail.ru. Candidates are engaged from the moment they click the "apply button". The chat window appears, inviting the candidate to start the job application process immediately. In addition to the pre-screening questions on skills, experiences and preferences, XOR also allows the candidate the opportunity to record a short video of themselves. At the end of the pre-screening process, both the recruiter and the candidate receive immediate feedback. As a result, the recruiter can now focus more time on the candidates that pass the initial screening process. XOR uses multiple messenger platforms like Telegram, Viber and Facebook Messenger, allowing candidates to apply for a job in real time from any place, at any time and **24/7**.

THE RESULT

In the first **two months** following launch, Mail.ru reduced the pre-screening time for recruiters by **60%**.