



CASE STUDY:

Improving Recruiter Efficiency and Candidate Engagement



PYATOROCHKA

A division of one of Europe's largest retailers with 9,000 locations is constantly searching for talented employees. This ongoing need to recruit new associates creates a huge administrative drain on HR resources and limits time which can be used for more strategic HR activities. The time constraints on HR also limit the amount of feedback given to candidates, impacting their engagement and understanding of the process. The deployment of the integrated XOR chatbot to pre-screen and qualify job seekers through the ATS frees up HR resources to engage in more strategic tasks and increases candidate engagement.



70% TIME
SAVING

THE CHALLENGE

HR teams are facing a challenge that the historically low value activities of screening, qualifying and scheduling candidates requires so much of the recruiter's valuable time. Interviewing is the highest value activity for recruiters, but often the time crunch recruiters face leads to a long time between interviews and the potential of losing desirable candidates. Also, the burden of the more administrative tasks of the hiring process leads to longer time to fill vacancies and less time devoted to other, more strategic HR objectives. The traditional application process for high volume hiring organizations can create dissatisfaction among applicants. Many applicants receive little or no feedback throughout the traditional process and feel as though their application went into a "black hole". When applicant engagement is pushed lower, the employer brand and reputation suffers.

THE SOLUTION

XOR has developed and launched a revolutionary pre-screening chatbot which automates the initial job application process. From the moment a candidate clicks on the apply button or on the link received by the recruiter, the chatbot engages and starts the process. Supported by artificial intelligence and driven by advanced Machine Learning, the whole XOR pre-screening process can be accomplished in as little as 3 to 5 minutes. Recruiters receive a report on the candidate data captured, including experience level, skills, geographic preferences, travel tolerance, etc. The same process also provides the candidate with instant feedback on the application. If the candidate is not a fit for the position, XOR redirects them to more appropriate positions and gives the opportunity to apply. Once a candidate has satisfied the requirements of the pre-screening, an interview will be automatically scheduled and

THE RESULT

With the XOR chatbot deployed, this large retailer achieved these amazing results:

- Recruiters reduced time spent pre-screening candidates by 70%
- Recruiters were freed up to spend 40% more time on high value/strategic activities
- From the job seeker perspective, the process became increasingly transparent and interactive
- Candidates who were initially unsuccessful for one role were funnelled to other more suitable roles