



# CASE STUDY:

## Increasing Candidate Capture Rate for RPO/Job Board



### JOB SITES

Successful online recruiting efforts require a balancing act. On one hand, the recruiting organization absolutely needs to capture a large enough talent pool to fill their open positions. On the other hand, the organization needs to qualify and narrow down to the most qualified applicants as quickly and efficiently as possible. As all businesses are seeking to accomplish more with less resources in today's economy, creating an automated solution that requires less human resources keeps costs per hire lower. XOR has developed an integrated talent engagement solution for Talantix, a leading developer of ATS solutions in Eastern Europe. This solution also supports the HeadHunter.ru group, the largest job board in Eastern Europe and has maximized their talent capture results.



### CONVERSION RATE OF 25%

#### THE CHALLENGE

Most job sites require completion of online forms that are often long, frustrating and boring. In addition to the long forms, most candidates are also asked to add a resume and in some cases a cover letter. Today's generation of job seekers are in the fast lane of communication. This "here and now" group also expects a certain fun and engaging experience. The job seeker of today may be accustomed to using more current communication tools, like messenger platforms and social media. Using the traditional application forms and a lengthy application process leads to an increased abandonment rate on applications and limits applicant conversion. Using arduous and outdated application processes also negatively impact on the candidate's

#### THE SOLUTION

We developed the XOR "Hiring Button" technology for this client. Clicking on the "apply" button triggers a smart chatbot, which immediately engages the applicant. During candidate greeting phase of the process, the chatbot shares information on the job and the company – and often includes a corporate video. When the candidate decides to continue the application process, a pre-screening conversation takes place. This "immediate gratification" process shortens the interaction time and keeps the chat fun and engaging for the candidate. Using the chatbot, this enhanced interactive application process is available **24/7, 365** days a year.

#### THE RESULT

- 25% conversion rate of job seeking visitors into captured applicants
- Reducing the time to hire for employers through faster access to the best qualified applicants
- Ability to provide customized candidate greeting including video to enhance initial candidate impression
- Automated applicant interview scheduling and integration with recruiters' calendars
- Integration with most popular messenger platforms (Slack, Viber, Telegram, Facebook Messenger).