



CASE STUDY:

Automating Hiring Project in a short period of time



TECHNOPARK

Technopark is an electronics retail company, which employs 1,700 people throughout a network of 80 outlets across the country. To fill an urgent need, Technopark approached HeadHunter.ru for a solution that would generate a large quantity of job applicant leads, and filter them according to their hiring requirements. The effectiveness of the screening process was crucial because Technopark HR resources to follow through with the rest of the hiring process were scarce. The ultimate success of this initiative would rest on the ability to generate a reliable, qualified candidate pool.



25%
CONVERSION
RATE

THE CHALLENGE

Creating traffic to a job site is often not the biggest challenge in recruiting. The ability to effectively and efficiently qualify and screen the appropriate talent was the key for Technopark in this scenario. Technopark had limited headcount available to complete the hiring process, so the quality of the talent pool making it through the pre-screening process was critical. While identifying the appropriate candidates, Technopark wanted to be sure all applicants were going to receive timely feedback on the status of their individual applications.

THE SOLUTION

Technopark and its partners, including HeadHunter.ru, set up a marketing campaign to attract new potential employees. The marketing campaign was extremely effective, leading to an increase of visitors to the site creating a large number of new potential applicants. HeadHunter partnered with XOR to provide the "Click Me" solution which included smart chatbot technology to quickly engage all web traffic into an applicant screening process. The screening chat identified relevant information to separate qualified candidates from the pool of all potential job seekers. The XOR chatbot produced a well-qualified and available talent pool for the Technopark HR recruiting team, so they only spent valuable time interviewing the most relevant candidates.

THE RESULT

- A 25% conversion rate, from job page visitor to relevant applicant, was achieved
- 30% of all potential job seeker traffic was eliminated from consideration thanks to the automated Chatbot pre-screening
- The time spent pre-screening applicants was decreased by 80%
- Unsuccessful candidates were captured to create a substantial talent pool for future consideration