

## HirePro Reduced the University Hiring Time For A Fortune 500 Global Professional Services Company From 90 Days To 21 Days



### We successfully conducted 25 hiring events in a day

Companies look for fresh talent that will not only help them achieve their business goals but will also establish a level of diversity. Being able to hire talent that brings in fresh viewpoints based on their knowledge and skills is good for a company's growth. Every year, business environments keep evolving and organizations need young minds that bring new perspectives to the table.

A fresh graduating class gives organizations an opportunity to find fresh talent. To be able to get graduating students interested in a career with them, companies need to establish relationships with academia early on.

Conducting college hiring events is not a simple task. It requires expertise and resources and not all companies have a bandwidth to run them without external help.

### About our client and their hiring outlook



Our client, an Irish professional services company, is listed among the Fortune Global 500 companies. The company has been focusing on areas where innovation and disruption are pre-dominant factors. The company helps their customers to re-invent their business through different services and solutions. Cloud architecture being one of their major focus areas, they hire a huge number of fresh graduates with technical backgrounds.

## Challenges the client faced earlier in college hiring

Our client wanted to hire fresh graduates from colleges in high volumes having specific skillsets for different domains. They had forecasted to manage around 60,000 students through their regulated campus recruitment drives every year, starting 2015.

This was not so easy as there were following challenges in their existing campus hiring process:

- Slow time-to-hire-average hiring cycle being 90 days
- Erratic feedback collection resulting in loss of feedback documents
- Different hiring processes for different business units
- Heavy people dependency
- Inability to maintain the anticipated gender diversity
- Lack of analytics for leadership
- Coordination and operation challenges on ground

## Client's objectives

Our client wanted to implement a college hiring process which is less manual and more digital. They wanted to automate the processes of hiring the best talent. Hence, they wanted to partner with recruitment solution providers that adhere to data authenticity norms and policies. Their primary objectives were to:



Reduce people dependency



Improve time-to hire



Control fraudulent practices  
by candidates

## Pilot with HirePro

We piloted with the client's college recruitment in 2015. During the pilot, we guaranteed our client that:

- Feedback documentation and consolidation were streamlined on our campus ATS platform
- Data verification time was reduced
- Detection and control of fraudulent practices such as impersonation were automated
- Manual interference was reduced by 65%
- A single view of run-time efficiency through analytics was made available

We delivered these results by offering the client a highly customised solution which was the perfect blend of our campus ATS platform and custom services. Our ability to customize the solution as per the client's requirements was a key highlight of our engagement. We ensured a seamless co-ordination between on-ground teams, placement cell and recruitment managers. We provided real-time support as our teams were available to extend help 24x7. Our ATS platform has layered functionalities and can be integrated with third party platforms. Right from registration to assessment, interviews, offer management and onboarding, our platform managed every process and provided valuable insights for hiring teams.



## Our solution for the client

As a strategic hiring partner, we digitized the entire process, starting from candidate selection to candidate onboarding. Our solution consisted of the following:

### — Automated sourcing, verification, and assessment process

Candidates registration was streamlined on our platform. Client was able to manage candidates' data from multiple sources on the same platform – from colleges' placement officers, vendors / agencies, etc.

Auto-generated registration emails were sent to candidates. Our platform facilitated an automatic eligibility check of the candidates through an automated data match based on the registration inputs.

The admit card download option was made available to the eligible candidates post verification process, so that the candidates could attend the campus recruitment drive with their admit cards.

Identity of the candidates attending the college hiring events were verified using QR codes, included in their admit cards, using the event managers' mobile phones.

We enabled a secondary identity verification using Govt. id cards brought by the students, to ensure authenticity.

We integrated our platform to support assessment tests conducted by 3rd party vendors which provided a seamless experience to candidates.

Short listing of candidates, based on the threshold criteria defined by the client, was automated. We also made sure to engage with candidates through emails and SMS, which periodically informed them about their candidature status.

We facilitated both in-person as well as remote interviews. In both the scenarios, the feedback collection was facilitated on our platform. In 2019, there were a little over 100,000 feedback forms that were processed on the platform.

Based on the candidates clearing the interviews and getting shortlisted, we digitized documents collection and verification, and thereafter the offer rollout was initiated.

### — Customizable platform

We offered our client custom features and functionalities on our campus ATS platform, so they could utilize a given function as per their requirement.

### — Real-time support and approachability

Our technology and services teams provided live support to fulfil any requirements from the client.

### — 3<sup>rd</sup> party co-ordination

We co-ordinated with the client's partners who were providing assessment and interview platform to them. As our CATS can be integrated with 3rd party platforms this took care of a single view of the entire drive.

### — Unbiased candidate shortlisting

Candidates were shortlisted based on the results captured on our platform, leaving no scope for unfair selection.

### — Auto-generated communication with shortlisted candidates

Candidates, who were shortlisted, were sent auto generated emails and SMSes, confirming them about the next steps.

### — Data collection and offer roll out

Record of every process captured on our platform was analysed and joining letters were rolled out through our client's internal ATS before the onboarding process took place.

### — 360° visibility of the entire process

Our client could secure reports of the step-by-step procedures from our analytics dashboard which helped them understand how strategically the hiring was taking place.

## One process that improved the client's recruitment approach by leaps and bounds

With our assessments and interviews platform, the client conducted live and auto proctored **remote assessments and interviews** for students across campuses in the country. This fast-tracked their hiring while offering a superior experience to both candidates as well as interviewers. All this by automating the detection and control of fraudulent practices such as cheating or impersonation.

## We made an impact for success

We observed that digitizing the client's university hiring helped them reduce on-ground logistics and bring about higher equilibrium between expectations and delivery. The outcome was amazing because of:

- AI powered candidate selection
- Faster time to hire due to digitized processes. Hiring cycle dropped from 3 months to 3 weeks
- 85% hires at zero travel
- No dependency on manual communication
- No data loss or data breach
- Clients could conduct up to 25 hiring events in a day as compared to 2-3 events conducted earlier
- Live dashboards were available to the HR and TA leadership so that they could have a complete run-time analytics and events visibility
- Accurate roll out of the LOIs (letter of intent)

## Conclusion

We delivered to our client a complete college recruitment solution which reduced the hiring time by 77% while ensuring accuracy in high volume hiring.

With unprecedented times around, our client is adopting the remote recruitment solutions offered by us which includes remote assessments and interviews. With the capability to deliver completely automated remote recruitment solutions, we remain a strategic partner to our client and the client enjoys higher efficiencies day by day.

