



CASE STUDY

# A Renowned Automobile Manufacturer Streamlines Blue-Collar Recruitment with End-to-End Automation

## ABOUT THE COMPANY

A leading motor vehicle manufacturer, began in the 1980s with a vision to deliver the 'Joy of Mobility.'

From producing 20,000 cars annually, it has grown to nearly 2 million cars in FY 2022-23, serving over 27 million customers across India and 100 countries in four decades.

### Founded

1980

### Industry

Motor Vehicle Manufacturing

### Headquarters

New Delhi, India

### Company Size

10,000+ Employees

*Zappyhire's features like multiple customized filters, bulk movement of candidates across stages, and seamless communication have significantly improved our recruitment process. It has saved us valuable time and enhanced candidate tracking, making our hiring more efficient than ever.*



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**Talent Acquisition Executive**

## CHALLENGES FACED BY THE COMPANY

### 1. Manual Candidate Pre-Screening

- Manual eligibility screening was time-consuming and prone to human errors.
- Lack of a system to streamline the movement of eligible candidates and handle ineligible ones systematically.



### ■ OUR SOLUTION

#### **Automated candidate pre-screening**

- ✦ Candidates applying through Zappyhire, which is synced with company's career page, are automatically checked for eligibility within Zappyhire.
- ✦ Eligibility is validated based on pre-defined criteria, ensuring only suitable candidates proceed further.
- ✦ Ineligible candidates are marked with reasons for disqualification and moved to a dedicated "ineligible" category, ensuring clear status updates.
- ✦ Eligible candidates are automatically moved to the screening stage.



### ■ KEY OUTCOME

**Reduced screening time, improved accuracy, and eliminated biases with AI-powered pre-screening.**

## 2. Difficulty in Spotting Duplicate Applications

- Duplicate applications cluttered the database and led to inefficiencies in processing.
- Overlapping or redundant candidate profiles caused confusion and slowed down decision-making.



### ■ OUR SOLUTION

**Automatically spot duplicate applications**

- ✦ Zappyhire's platform identifies and helps eliminate duplicate applications, ensuring a cleaner and more efficient database.



### ■ KEY OUTCOME

**Cleaner database and efficient candidate management**

## 3. Difficulty in Tracking Candidates

- Fragmented and manual systems made it hard to monitor candidates from registration to the offer stage.
- Limited visibility into the progress and status of each candidate in the hiring pipeline.



## ■ OUR SOLUTION

### End-to-end candidate tracking

- ✦ Zappyhire manages candidates from registration to the offer stage, providing complete visibility and control over the recruitment process.
- ✦ With multiple custom filters, bulk candidate movement across stages, and seamless communication, our solution simplified candidate tracking in the recruitment process.



## ■ KEY OUTCOME

**Streamlined and organized candidate tracking saved time, making the recruitment process efficient from start to finish.**

## 4. Manual Assessment & Interview Workflows

- The manual allocation of technical assessments and interviews was a time-consuming activity that demanded considerable human effort.
- Additionally, the necessity for manual intervention in assigning assessments to candidates resulted in a protracted process.
- The process of manually mapping results significantly amplifies the workload.
- Silo Assessment partner and manual interview process led to delay in process and non-availability of digital record.



## ■ OUR SOLUTION

**Digitized candidate assessments and streamlined assessment workflow**

- ✦ Eligible candidates progress seamlessly through technical assessments and face-to-face interviews, maintaining an organized hiring process.
- ✦ Eliminates manual effort by seamlessly integrating assessments into the recruitment process.
- ✦ Automates candidate evaluation and scoring, saving time for recruiters.
- ✦ Offers a smooth, user-friendly interface for candidates to complete assessments anytime, anywhere.
- ✦ Supports multiple types of assessments, including technical tests, cognitive ability tests, and personality assessments.
- ✦ Handles high volumes of assessments efficiently, making it ideal for large-scale hiring.
- ✦ Supports remote and hybrid recruitment processes.



#### ■ KEY OUTCOME

**Seamless assessment integration, real-time tracking, and enhanced candidate experience.**

## 5. Manual Coordination for Candidates Communication

- Manual coordination between hiring managers, recruiters, and candidates resulted in excess work & multiple follow-ups.
- Conversations and updates were scattered across emails, calls, and spreadsheets, making it hard to track progress.
- Storing and retrieving past communication with candidates and stakeholders became a daunting task.



#### ■ OUR SOLUTION

**Integration with commonly used communication channels.**

- ✦ Zappyhire keeps candidates informed at every stage of the recruitment process through automated email and SMS notifications.
- ✦ Zappyhire integrates with email, SMS, and other communication platforms, ensuring messages reach candidates on their preferred channels.
- ✦ Candidates can track their application progress and access interview schedules or feedback through a dedicated portal, reducing dependency on recruiters for updates.
- ✦ Enables recruiters to schedule bulk communication, such as interview invites or status updates, saving time while keeping candidates informed.
- ✦ Offers personalized templates to maintain a professional and consistent tone.
- ✦ Ensures quick access to previous interactions, enabling seamless follow-ups.



#### ■ KEY OUTCOME

**Centralized communication, automated updates and consistency across the entire recruitment process.**



## IMPACT AT A GLANCE

**26,000**

Total Application Received

**10,000+**

Total Applications Screened

**2200+**

Total Interviews Conducted

**1200**

Total Candidates Hired

The company improved its blue-collar hiring efficiency by moving away from fragmented and manual methods.

They replaced traditional screening, assessment, interview, and communication processes with Zappyhire's integrated recruitment platform.

The solution eliminated duplicate applications, digitized workflows, and delivered enhanced efficiency, addressing their recruitment challenges with ease.

This streamlined the entire hiring process, from initial registration to the final job offer.

## KEY OUTCOMES

- ◆ Effortlessly managed candidate tracking with streamlined processes.
- ◆ Accelerated hiring decisions through automated candidate screening.
- ◆ Reduced screening time with automated assessments.
- ◆ Successfully scaled hiring to meet high-volume recruitment needs.
- ◆ Streamlined coordination and achieved higher efficiency through automated communication.
- ◆ Eliminated duplicate applications, ensuring a cleaner database.
- ◆ Improved candidate experience and streamlined application management.
- ◆ Enhanced decision-making with hiring insights and accelerated the recruitment process.

*What truly sets Zappyhire apart is its unmatched flexibility in customization, seamless report generation, and multiple API integrations. These features have made our recruitment process more efficient and tailored to our specific needs.*

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**Talent Acquisition Executive**

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## WHAT THEY LOVE ABOUT ZAPPYHIRE?

### 1. **End-to-End Recruitment Software**

Zappyhire is an AI-powered end-to-end recruitment software designed to streamline the hiring process.

With efficient candidate tracking from application to offer, it automates tasks like screening, communication, and assessments, ensuring faster, data-driven, and seamless hiring for organizations.

### 2. **Customizable & Scalable**

The platform is highly customizable and scalable, making it ideal for blue-collar volume hiring.

Hiring teams can set custom shortlisting criteria with tailored fields, while smart job descriptions.

### 3. **Seamless Assessment Integration**

Zappyhire offers seamless assessment integration, enabling recruiters to conduct and evaluate technical, cognitive, or personality assessments directly within the platform.

This streamlined process ensures real-time results, automated scoring, and efficient candidate shortlisting, enhancing the overall hiring workflow.

### 4. **Integrated Candidate Communication System**

Zappyhire's integrated candidate communication system ensures seamless and automated engagement with candidates through email, SMS, and in-platform notifications.

It keeps candidates informed at every stage, enhances transparency, and saves recruiters time with personalized, real-time updates.

## ABOUT ZAPPYHIRE

Zappyhire empowers enterprises to rapidly identify and onboard top talent using AI technology. It automates the entire recruitment process and provides insightful data to support powerful decision-making.

With over 500 advanced features, Zappyhire enables businesses to hire top talent efficiently through comprehensive automation.

### Streamline

## Your Recruitment Process with Advanced Automation

Experience how Zappyhire's advanced AI can transform your hiring process—schedule your personalized demo today!

[Get a Demo](#)