Zappyhire

How a Small Finance Bank Reduced Time-to-Hire by 4X Using Zappyhire

About the Bank

Dubbed as a “bank for all”, the Small Finance Bank is a new-age social bank that focuses on expanding the banking horizon to new unbanked and underbanked areas, with presence in urban, semi-urban, rural regions.

Industry
Banking

Founded
2017

Headquarters
India

Company Size
3,000+ Employees

Key Outcomes

4X
Reduced Time to Hire

2X
Improved Quality of Hire

5X
Reduced Candidate Drop-offs

Impacts At a Glance

67
Total Positions Created

70,000+
Total Applicants Screened

2400+
Total Hired

4X
Reduced Time-to-Hire

A Search for the Ideal Recruitment Solution

Small Finance Bank needed a customized, intelligent recruitment platform to accommodate various steps in their recruiting workflow, and at the same time, cooperate with all stakeholders and keep them updated.

Challenge : Struggle to Streamline Processes

- Managing recruitment with online forms and spreadsheets created a multitude of challenges for Small Finance Bank's Talent Acquisition team.
- Much manual effort was put into shortlisting candidates and coordinating with multiple teams to schedule various levels of interview.
- Resulted in major hurdles for proper engagement with candidates throughout the hiring process.

Our Solution : End-to-End Automation of Hiring Process

- Zappyhire's intelligent Talent Acquisition Suite helped recruiters save time and effort put into manual/clerical tasks by automating them.
- Automation included auto-ranking of resumes, candidate engagement using chatbots, shortlisting candidates, scheduling interviews, conducting robotic video interviews, and much more.
- Apart from providing a seamless candidate experience, HR Managers were readily presented with an overall summary of each candidate to make better and faster hiring decisions.

Key Outcome :

Reduced Time-to-Hire by up to **4X**

Challenge : Gaps in Communication Channels

- To be successful in hiring, it's important that recruiters and the candidates are in constant touch during the entire hiring process.
- While juggling various job orders and other HR tasks simultaneously, it was overwhelming for the recruiting team to maintain constant communication with each applicant.

Our Solution : End-to-End Automation of Hiring Process

- On top of engaging with candidates via SMS, Email and phone, Zappyhire integrates seamlessly with popular third-party apps like Zoom, WhatsApp, Slack, G-Suite and Microsoft Teams to create a robust communication mechanism.
- This allowed Small Finance Bank to tap into an innovative communication ecosystem to keep conversations alive and ultimately, reduce candidate drop-outs.

Key Outcome :

Improved candidate engagement and reduced candidate drop-offs up to **5X**

Challenge : Pandemic-induced Delays in Interview Process

- Holding face-to-face interviews at the time of the pandemic was both challenging as well as risky.
- Hiring process got delayed and it impacted overall recruitment time for various roles.
- Gearing for new leaps of growth in the business, they could not afford any more delays in onboarding the right candidates.

Our Solution : Robotic Video Interview & Instant Assessment Reports

- Zappyhire's AI-enabled video interview feature helped them to easily schedule virtual face-to-face interviews during the Covid-19 lockdown period.
- Recruiters were easily able to assess personality traits and language skills, thereby fast-tracking the previously auto-filtered candidates to new potential hires. This helped to build a 360-degree candidate summary that was critical in making a final decision.
- This helped the bank to abide by the safety guidelines while the number of applicants increased five-fold.

Key Outcome :

Fully digital candidate experience and increase in number of applicants by **5X**

Challenge : Huge Amounts of Data & Missed Hiring Opportunities

- With candidates rushing in to apply for open positions, organizing recruitment data and obtaining accurate insights from the large data corpus seemed nearly improbable with a spreadsheet.
- Made it difficult for multiple team members to coordinate fast enough to meet deadlines.

- Lack of proper communication placed more pressure on the team, which led to missed hiring opportunities.

Our Solution : Collaborative Hiring Coupled with Intelligent Filtering & Assessments

- To help recruiters deal with the enormous workload that accompanies a high volume of incoming resumes, Zappyhire's collaborative platform helped to organize and perform hiring activities from a single and transparent interface.
- AI-powered resume filtering and assessment technologies assisted in shortlisting the most qualified and skilled candidates for each position by matching the candidates' skill set against the job requirements.

Key Outcome :

Improved Quality-of-Hire by up to **2X**

> **"The beauty of Zappyhire is how well they stitch together a string of modern technologies to solve simple and unique problems at every step of the recruitment journey"**

VP & Head - HR

WHAT THE SMALL FINANCE BANK LOVES ABOUT ZAPPYHIRE

360° CANDIDATE OVERVIEW

Zappyhire provides recruiters with 16+ data points about a candidate's personality and language proficiency that are often overlooked during general conversations. It gives an insightful 360° view of candidates to understand their suitability for a role, thus enabling unbiased and sound hiring decisions.

GREATER ACCURACY

Zappyhire pre-screens a large number of candidates and only the ones with the right skills, aptitude, and experience will be approved, which ensures high-value candidates.

HIGHLY CONFIGURABLE

Zappyhire is a highly configurable, almost a drag-and-drop DIY platform and can be seamlessly integrated into your existing systems without changing the hiring process.

UNMATCHED CANDIDATE EXPERIENCE

Zappyhire transforms the entire recruitment cycle from a process-driven to an experience-driven journey. We focus heavily on the qualitative 'Candidate Experience' aspect by way of gamification, chatbots, and third-party integration of communication channels for clear and continuous candidate engagement during every stage.

About Zappyhire

Zappyhire enables digital hiring for enterprises to spot and onboard the best talent fast, using AI technology. It helps you find the best people for your organization. It automates your recruitment process end-to-end and helps you make powerful decisions with insightful data.

We Help the Banking Industry Adopt a Smart Recruitment Strategy. Are You Ready to Switch?

We will give you a quick demo of the product and a limited free trial option to explore Zappyhire's one-of-its-kind features.

Visit us at www.zappyhire.com