



CASE STUDY

# Shaadi.com Elevates Hiring with Zappyhire's Unified Recruitment System

## About Shaadi.com

Shaadi.com, the world's No.1 matchmaking platform, pioneered online personals 20 years ago and continues to lead the space. Shaadi.com is recognized as one of the world's 50 Most Innovative Companies, alongside Apple, Google, Facebook, and Amazon.

shaadi.com

Founded

1996

Industry

Online Matchmaking

Headquarters

Mumbai, Maharashtra

Company Size

1,000+ Employees

We were using three different platforms for hiring. With **Zappyhire**, we now use a **single platform** for **screening, sourcing, interviewing, pipeline management, offer release, and onboarding**. Employee referral and vendor platforms are also part of it.



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**Head of Talent Acquisition, Shaadi.com**

## CHALLENGES FACED BY Shaadi.com

### 1. Scattered Recruitment Process

- The recruitment process was managed using three different platforms because a single platform could not provide all the desired features.
- This scattered recruitment process caused delays and inefficiencies, slowing down the overall recruitment process.



### ■ OUR SOLUTION

#### End-to-End Recruitment Automation

- Zappyhire unified the recruitment process with an **end-to-end solution**, facilitating **high-volume hiring**.
- By offering a **single platform** for sourcing, screening, interviewing, pipeline management, offer release, and onboarding, Zappyhire **eliminated the chaos of switching between multiple platforms**.
- The inclusion of **Employee Referral** and **HRMS management** in the same platform is an added advantage, further accelerating recruitment management.



### ■ KEY OUTCOME

**Unified Recruitment Workflow, Reduced Time to Hire, Facilitated Volume Hiring, Augmented Hiring Efficiency**

## 2. Difficulty Syncing Previous ATS Platforms with Existing Career Page

- Previously used ATSs had their own career pages and they were not able to sync completely with the existing career page of Shaadi.com.
- This led to data inconsistency and inefficient recruitment workflows due to the lack of seamless integration, resulting in delays and bottlenecks.
- The disjointed application process also hampered the candidate experience.



### ■ OUR SOLUTION

**Seamless Integration with the Career Page**

- Zappyhire **seamlessly integrated** with Shaadi.com's existing career page, maintaining **consistent** and **accurate data across multiple platforms**.
- **Zappyhire's AI chatbot** integration with Shaadi.com's career page, aided in simplifying the **candidate screening** process.
- The platform helped in providing a **smooth** and **cohesive application process**, thereby reducing frustration and delivering a good candidate experience.



### ■ KEY OUTCOME

**No Data Inconsistency & Enhanced Candidate Experience**

### 3. High Operational Costs for Managing Three Different Platforms

- Managing three different recruiting platforms was not only a hassle but also costly.
- The ROI of investing in three different recruiting platforms was unjustified.



#### ■ OUR SOLUTION

##### Cost-Effective Recruitment Solution

- Zappyhire provided a cost-effective solution with all the required features, eliminating Shaadi.com's need to invest in other recruiting platforms.



#### ■ KEY OUTCOME

##### Cost Saving, Enhanced ROI

### 4. Inefficient Candidate Screening and Lack of Data Security

- Understanding the candidates before the interview process was a challenge resulting in a waste of time due to inefficient screening of candidates.
- Limitation in the custom features available with the other ATSS.
- Disorganized recruitment data with risks of tampering and inaccuracy.



#### ■ OUR SOLUTION

##### Smart AI Features to Save Time-To-Hire and Provide Data Security

- Zappyhire addressed this challenge by providing smart features like an **AI recruiting chatbot** that collects resumes and **automated pre-assessments** that help with a better understanding of each candidate and accelerate the recruitment process.
- The platform allowed customization at every stage, from **generating job descriptions** to shortlisting candidates by adding **custom fields**, to **generating offer letters**. Recruiters could configure everything according to the organization's requirements.
- Zappyhire **organized recruitment data**, ensuring ease of access, preventing tampering, and providing **fool-proof records for future reference**.



#### ■ KEY OUTCOME

**360 Degree Candidate View, Hired Top Talent,  
Data Security**

## IMPACT AT A GLANCE

01

**1.9K+**

Total Jobs Created

02

**25.5K+**

Total Candidates Applied

03

**794**

Total Offer Letter Sent

By switching from juggling three different platforms for various parts of recruitment, Shaadi.com achieved high efficiency with ease by adopting Zappyhire, the all-in-one recruitment software.

## KEY OUTCOMES

- ◆ Streamlined Recruitment Process
- ◆ Simplified Candidate Screening
- ◆ Facilitated Volume Hiring
- ◆ Time-Saving Automated Assessments
- ◆ Existing Career Page Syncs Completely with Zappyhire
- ◆ Commendable Support Post Onboarding with Zappyhire
- ◆ Unified Tracking of Entire Recruitment Cycle
- ◆ Efficient Pre-Screening of Candidates
- ◆ Customizable and Scalable
- ◆ Organized and Secure Data for Future Reference
- ◆ Customization of Offer Letters as per Customer's Needs

Zappyhire is quite flexible, and the post-sale service is also commendable. Response time is better compared to others, with the ability to customize up to 80% according to business requirements.

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**Head of Talent Acquisition, Shaadi.com**



## WHAT Shaadi.com LOVES ABOUT ZAPPYHIRE?

### 1. All-in-One Recruitment Platform

Zappyhire provides a broad range of features to manage the entire recruitment process from a single platform, encompassing pre-screening, offer release, and pre-onboarding. This streamlines the recruitment process end-to-end.

### 2. Customizable & Scalable

The platform is highly customizable and scalable, significantly easing the workload during volume hiring. The hiring team can customize candidate shortlisting criteria by adding custom fields. Smart job descriptions, AI assessments, and offer letters can also be tailored and auto-generated, according to the organization's specific needs.

### 3. Highly Configurable & Commendable Client Support

Zappyhire offers extensive configurability, allowing up to 80% customization to meet business requirements. The client success team responds quickly as compared to the other platforms.

### 4. Securely Backup Recruitment Data

Zappyhire organizes recruitment data to ensure ease of access, prevent tampering, and provide fool-proof records for future reference, enabling well-informed hiring decisions.

## 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.

## Elevate

# IT Recruitment with Next-Gen Automation

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Discover how Zappyhire's advanced AI features can redefine your hiring process with a personalized demo.

[Get a Demo](#)