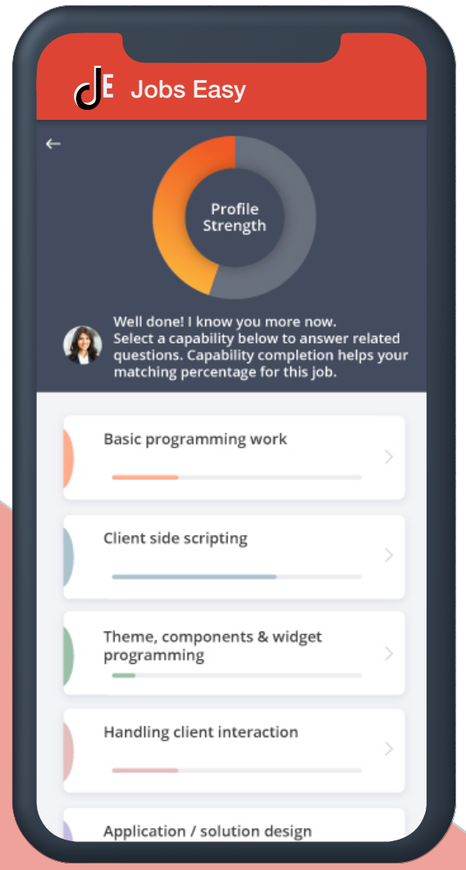
Techprimelab
UX - Simplifying Solutions!

Case Study

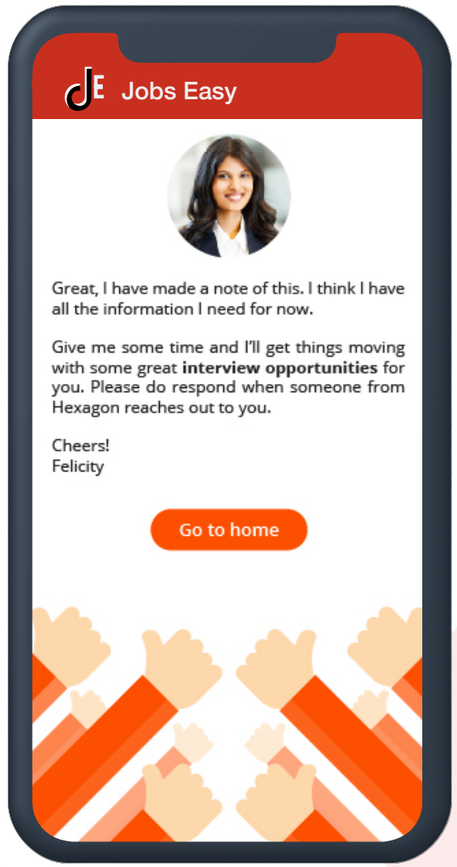
Online Interview Chatbot

Mass Interview Operations to Humanness Filtering Process

Personalization



Dynamism



User Satisfaction

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CASE STUDY
Online Interview Chatbot

How Techprimelab has helped a recruitment consultant firm to save time and minimize efforts by 80% to gather relevant domain and HR-related information from job seeking candidates.

ABOUT THE RECRUITMENT CONSULTANT

They were on the lookout for a refined and intelligent way to screen the huge number of candidate applications with minimum efforts and near match perfection to the Job Description given for the job position advertised. The Ideology was to capture the relevant information and weed out the irrelevant candidate details combined with candidate analytics. They support topmost IT companies Talent Acquisition requirements and help them hire the best talent with ease of operations with minimum efforts. The platform was created to speed up the screening process of suitable candidates and take their candidature ahead in the recruitment process funnels.

BACKGROUND

The recruiter needed to match the candidate's work experience with job capabilities and work preferences. The job capability metrics based on predefined algorithms were created too. Recruiters had to only ask the interested candidates applying for a job to login to a portal similar to online recruitment portals and capture their work experience, personal and education details.

CHALLENGES

- The traditional method of candidate calling would enable the recruiters to process only limited no of candidates on a daily basis. Many a time they had to do a follow up calling in case the candidates were not available
- All these efforts would result only in finding a few candidates who were interested and suitable for the job profile
- Recruiters would make the decision to match the candidates based on their personal experience, limited technical/domain knowledge mostly on the gut instinct rather than a scientific parameter for these selections
- Added to challenges was the reluctance of candidates to talk on the phone during office hours
- Repeated calling for seeking candidates missing information could add to the candidate friction. The need of the hour demanded some online, flexible process which helped the candidate to share his information with ease and at his convenience.
- A system that can reach out to hundreds of candidates in one go and yet offer the personal engagement connect from the recruiter’s side

STUDY

After internal brainstorming and customer acceptance, Techprimelab decided to use a chatbot to capture the relevant domain and generic work specific information. To understand the usability of chatbots we decided to pilot the chatbot process on 100 candidates who were active in the job market in 1 to15 year of work experience range initially from the IT sector.

OUTCOME OF STUDY

- 80% of candidates found the chatbot option very easy to use, convenient and interesting and novel concept for applying for a job, which saved their time in receiving recruiters call during working hours but wanted to keep track on the suitable job opportunities available
- 10% found that human interaction with a recruiter was more relevant, beneficial and could not be avoided
- 10% had offered neutral reactions and found both options equally relevant and opined that a combination of both could be helpful.

SOLUTION

- The chatbot can be used to target a very high number of candidates at the same time.
- Chatbot provided personalized attention to each candidate targeted making them feel special.
- The use of emails and SMS distribution systems to send chatbot links to candidates in bulk and saved a lot of recruitment time and effort.
- Chatbot made use of dynamic questions having single or multiple options and ease of navigations through the topics helped the candidates submit more relevant and appropriate responses.
- The most important feature being the time flexibility available to the users to access and complete the chatbot as per his convenience.

RESULTS

- 600 candidates could be screened or processed in a single day
- 80% accuracy of matching a candidate to a job
- 90% of candidates used the chatbot option after their work hours job timing
- Cost-effective
- Automation helped recruiters approach the high number of candidates daily
- An innovative and alternate channel for attracting candidates.

CUSTOMER FEEDBACK

"We are delighted with our experience with Techprimelab. The collaboration we received from TPL's team was remarkable. The transition and handover of work were made easy by the project team of Techprimelab Software (TPL). They took total ownership of our product and carried initiatives to drive the right development efforts. The team’s internal documentation was appreciable as they recorded all project details precisely. Techprimelab software team, have worked closely with our business and have worked as if it was their own project and team. TPL made a great case study of their agile development. Most importantly, TPL had shown its true agile spirit by showcasing its agility in responding to changes. We are thankful to TPL for their quick responses and timely deliveries."

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