



Client Story

eCommerce and Business Services Leader Modernizes Recruitment Experience

Looking to upgrade the candidate experience in the hiring process, this client leaned on a long-time partnership with Insight for HR transformation — leading to big productivity gains, a reduction in hiring time and much more.

The vision: Talent acquisition and retention transformation

For a company as large and widespread as this industry leader, hiring is a constant part of keeping the organization driving forward. In the past, it had tapped Insight for IT residency services to offload many day-to-day tech management tasks, as well as ongoing device management. Based on history and previous impact, the company again trusted Insight to address emerging challenges. Concerned about the time it took for candidates to progress through the hiring process and high rates of applicant drop-off, the ecommerce giant sought to revolutionize its current process.

With the volume of workforce being processed, the client needed to find a way to balance current staffing resources while making the hiring process more engaging for applicants to avoid attrition of the talent pool and associated costs.

Industry:

Transportation, eCommerce and business services

The challenge:

Decrease candidate drop-off and improve talent pool quality.

The solution:

A holistic revamp of HR process that taps into AI and ML

Insight provided:

- Master products and services integration
- AI to evaluate progress of candidates at acquisition milestones
- Managed Services for AI
- ML for increased effectiveness over time
- Help desk services

Insight services:

- Managed Services
- Consulting Services

Serving up a better candidate experience to attract and onboard talent

The HR revamp project focused on creating a system that would attract and retain a quality talent pool. It became known as the Strategic Talent Acquisition and Retention Transformation, or START for short. With applicant drop-off identified as a concern, Insight helped establish a system of keeping candidates “warm” throughout the process by leveraging tech to prolong their engagement. With an app solution powered by Artificial Intelligence (AI) from Cravety, applicants would receive a more personalized experience with text message check-ins and updates throughout their hiring process via Digital Employee Experience (DEX). Additionally, Machine Learning (ML) was implemented to monitor and continually improve the personalized updates process to best fit the needs of incoming candidates. Lastly, part of the solution allowed for a better internal experience in which current employees could easily find and apply for other roles around the company that they are interested in.

The outcome: Reduced hiring time while increasing candidate quality

As a result of the new candidate experience, the company saw an immense improvement in its talent acquisition. With the use of AI and ML, repetitive and time-consuming tasks related to candidate retention were offloaded from recruitment staff, increasing the department's productivity by 30%.

The increased productivity and more seamless process allowed the company to reduce its hiring time by 20%, which resulted in cost savings too.

Additionally, with the improved experience, reduced hiring time and personalized check-ins for applicants, our client saw an improvement in the talent pool and subsequent hires. With this transformation, the company can continue to reap the ROI of a strong hiring process and candidate experience.

Benefits & outcomes:

Reduced hiring time by
20%

Increased recruitment
productivity by
30%

**Successfully managing
through economic pressure**
with cost optimization &
talent retention



**Holistic
transformation**
from staffing
optimization to
outcome-based
delivery



**Greater
cost savings**

**Improved
candidate
experience**



**Increased
quality of talent
acquisition**