



Save time

CASE STUDY:

Reduce Time to Hire

AT A GLANCE

- **Client:** A 5-Star Boutique Hotel in metropolitan area required hiring energetic, customer-oriented candidates
- **Challenge:** Lengthy hiring process and high applicant no-show rate for phone interviews
- **Solution:** Implemented HR Avatar's Virtual Video Interview module
- **Results:** Time-to-hire reduced by 50%, improved efficiency in candidate screening

IMPACT

- Reduced recruiter workload while maintaining high-quality hiring standards.
- Improved candidate experience and engagement in the hiring process.
- Enhanced ability to screen candidates efficiently, ensuring cultural and brand fit.

THE CHALLENGE

The hotel required **customer-oriented, energetic candidates** to uphold its 5-star brand experience. However, the **traditional hiring process** was time-consuming, involving resume submissions, phone screens, and interviews. Recruiters spent up to **20 minutes per applicant** scheduling phone screens, but **50% of applicants failed to show**, wasting valuable time.

THE SOLUTION

HR Avatar introduced a **custom Virtual Video Interview** module, replacing the phone screen. Candidates answered pre-set questions on their own time, allowing recruiters to review recorded responses at their convenience. The new system:

- **Eliminated phone screen scheduling delays**
- **Automatically advanced qualified candidates** to the next hiring stage
- **Enabled hiring managers to review video responses before interviews**

KEY FINDINGS

50% Reduction in Time-to-Hire
Faster movement from application to offer.

Increased Efficiency
Recruiters no longer wasted time on no-show applicants.

Improved Candidate Selection
Video responses helped assess **professionalism, communication skills, and role commitment.**

Standardized Hiring Process
The CEO now **requires all applicants** to complete the assessment before onboarding.