

Top 5 use cases in

Recruitment Automation

20
22



Table of Content

What is Recruitment Automation?	02
10 stats to prove that investing in Recruitment Automation is worth it	03
5 trending use cases in Recruitment Automation	04
Use case 1: No-code recruitment automation in venture capital & private equity industry	05
Use case 2: Intelligent hiring in the healthcare industry	08
Use case 3: Hypergrowth hiring in the fintech industry	11
Use case 4: Recruitment intelligence in the IT industry	14
Use case 5: Hypervolume hiring in the R&D home solutions industry	17
What do industry leaders have to say about Recruitment Automation?	20
TurboHire's industry survey on the growth of Recruitment Automation in 2021-22	21
Acknowledgment	28

What is Recruitment Automation?

Recruitment Automation is a process that increases a recruiter's productivity by improving common recruitment metrics like time-to-hire, cost-per-hire, quality-of-hire, and more. It creates a workflow to automate hiring tasks and functions by making use of intelligent or AI-based tools and features. Currently, recruitment automation is at the forefront of HR technology as it makes the hiring process efficient and reduces manual labor. The best part about it is that it can be adopted by all kinds of organizations, independent of their industry or size.



10 stats to prove that investing in Recruitment Automation is worth it

80%

of executives believe AI can improve productivity and performance.

38%

of organizations are focusing their AI efforts on talent acquisition.

62%

of companies plan to spend on AI-powered recruiting software.

75%

percent of recruiters believe data intelligence would make them more successful at their job

55%

of HR managers see evidence of AI becoming a regular part of HR within the next five years

80%

believe they would be more productive if they could automate sourcing altogether.

94%

of recruiters and hiring professionals say that using recruitment software has positively impacted their hiring process.

35%

of talent professionals and hiring managers say that automation is the top trend impacting how they hire.

65%

of HR managers say the thought of AI in HR does not make them nervous.

5 trending Use Cases in Recruitment Automation





Use case 1

Accel

No-code recruitment automation in venture capital & private equity industry

Accel, the world's leading global venture capital firm, has helped entrepreneurs build over 300 category-defining companies worldwide. This case study is a synopsis of how TurboHire helped Accel Partners launch a program to showcase leadership jobs for their 165+ portfolio start-ups in a single place.



The Challenge

Accel was looking for a way to create a searchable candidate database that provided them access to their portfolio companies to create jobs and get them approved. An initiative to bring 165+ companies on a single platform would also have cost a lot to be executed.



The Solutions

TurboHire allowed Accel to build the recruitment process in its own way. Here are some of the solutions provided by TurboHire to Accel:

- The platform provided the ability to extend configuration to really make it Accel's own
- The ability to match & rank candidates using AI saved hiring costs and time
- The API-first model allowed Accel to easily integrate all of its functionality into its system of choice
- AI-based matching functionality could send reviews and publish jobs on their candidate portal.



The Results

32,000

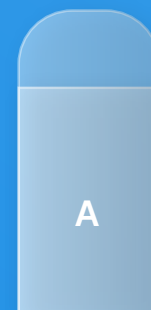
candidates sourced as an early success.

10

portfolio companies of Accel are currently using TurboHire.

4 most loved features: Candidate Ranking, Keyword Search, Resume Parsing, Careers Page.

78%



A

65%



B

A. Saving time-to-hire

B. Saving cost-to-hire

Accel

“I felt like the product was built for me! The portal allows organizations to build the recruitment process in their own way.”

Deeksha Bhandari,
Executive/Leadership Hiring, Accel





Use case 2



Intelligent hiring in the healthcare industry

Kauvery Hospitals, a leading center for Cardiology and Cardiac Surgery, has been offering top-tier medical services for almost twenty years. This case study is a synthesis of how TurboHire optimized its recruitment strategy by providing innovative solutions to maintain consistency in its resume data mining processes.



The Challenge

Kauvery Hospitals was looking for a single solution that could cater to all their hiring needs. Their challenges included inefficient data mining across all resumes, screening of a huge candidate pool, resumes getting neglected, irrelevant candidate profiles, and the absence of sourcing reports.



The Solutions

TurboHire managed to provide solutions to all the small and big problems faced by Kauvery Hospitals. Here are some ways in which TurboHire helped:

- Helped discover free sources of screening
- TurboHire Smart Cards replacing resumes
- Clean candidates' databases with Duplicate Detection feature
- Track performance of recruiters with recruiting reports



The Results

3X

Recruitment process
Improved



Rich reporting to track
recruitment bottlenecks



Decrease in cost of hiring



Time-to-fill became faster



"The story of Kauvery hospital adopting TurboHire goes beyond numbers, it's about the penetration of technology in domains beyond IT."

Uma Maheshwari,
Head of Innovation & Talent Management





Use case 3



Hypergrowth hiring in the fintech industry

ClearTax, India's leading fintech organization, helps individuals and businesses with compliance, tax, and mutual funds investments. They provide easy-to-use financial products and are trusted by over 1200 huge organizations. Their extensive list of services requires them to recruit expert professionals in the industry.



The Challenge

ClearTax was looking for an Applicant Tracking System to put in place their recruitment activities efficiently. This is to help recruiters invest their time and effort in more complicated tasks. Scheduling interviews, conducting them, and tracking them was another challenge faced by them.



The Solutions

TurboHire provided a human-machine collaborative recruitment solution for ClearTax to optimize their hiring process in the following ways:

- Fresh hiring led to the growth of their Salesforce in India
- A hiring drive of 300 people with TurboHire's portal
- Less time invested in interviews
- Integration with Whatsapp and mobile compatibility



The Results

3X

Increase in hiring speed



1- Click Job Marketing

100+

Interview Set-up



"TurboHire interview and evaluation workflows are superfluid and mobile-friendly making it blazing fast for interviewers to give their feedback."

Sagar Thakar,
Category Manager, ClearTax





Use case 4



Recruitment intelligence in IT industry

Hanu, a Microsoft partner for over 30 years, helps companies capture the potential of their cloud strategies across every stage. They provide unequalled intelligence and expertise providing Managed Transformation, Application modernization, and Enterprise IT Innovation. To manage such a huge clientele, they require the best consultants in the industry.



The Challenge

Being a fast-growing company, Hanu required to optimize their Talent Acquisition strategy and reach its respective goals. They also wanted an intelligent candidate screening process to keep up with their hiring objectives. Due to their hiring challenges, the company faced difficulties building their business.



The Solutions

With TurboHire's intelligent recruitment automation features, Hanu was able to streamline workflows across their candidate lifecycles. Here's are the highlights of the solutions:

- Better marketing of jobs with efficient candidate sourcing strategies.
- Screen candidates with TurboHire's Evaluation Engine
- Auto-scheduling interviews with automated reminders
- Candidate engagement with offer and onboarding

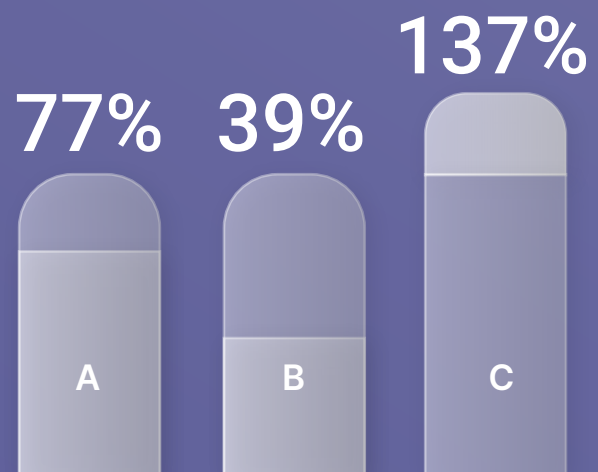


The Results

A. Time-to-hire decreased by 77%

B. Cost-per-hire decreased by 39%

C. Quality-of-hire increased by 37%



hanu™

"Recruiting platform with Intelligence at various steps - ability to centralize the resumes into one place and allow rediscovery on top of it. Additionally, the entire workflow is helpful for stakeholder management in recruiting"

Amit Kataria,
CHRO, Hanu





Use case 5



Hypervolume hiring in R&D home solutions industry

Wakefit is a home solutions brand with a D2C business model. They make creative and luxurious sleep products with all their products and services listed on their website. With a huge customer base all across India and other countries, they need to make sure that they hire the best talent to grow their business.



The Challenge

Wakefit wanted to improve their shortlist to interview ratio and also reduce their cost-of-hire. This also required them to set an automated workflow in place to improve their overall hiring performance. Their main goal was to improve their altogether Talent Acquisition strategy.



The Solutions

TurboHire was able to enhance Wakefit's hiring process by reducing their time-to-hire largely through the following solutions:

- Vendor Management & Duplicate Candidate Detection
- Improved Employer Branding with TurboHire's customized careers pages
- Onboarding customers with high-quality support
- Customized workflow for different job requirements



The Results

2.5x

Improvement in the interview to shortlist ratio

270

candidates were hired in the first 45 days of using TurboHire

33%

Improvement in the interview to shortlist ratio

40%

improvement in candidate evaluation



“Effective human-machine collaboration is leading to significant improvement in efficiency in the Talent Acquisition Processes”

Sudharshan T S,
Talent Acquisition, Wakefit



What do industry leaders have to say about Recruitment Automation?

"MACHINE LEARNING AND AI WILL BE EMBEDDED IN 50% OF JOBS BY 2020. SO IF YOU, AS A RECRUITER OR AS A TALENT ACQUISITION PROFESSIONAL, ARE NOT INCORPORATING AI INTO YOUR PROCESS – YOU ARE BEHIND THE GAME. AND I DON'T THINK THAT'S WHERE YOU WANT TO BE."

DK Bartley, Senior VP, Talent Acquisition SME, Dentsu Aegis Network

"COMPANIES AROUND THE WORLD ARE RECOGNIZING HOW AI CAN HELP TEMPER COMPANY SPENDING AND ADVANCE PRODUCTIVITY."

Jon Bischke, CEO, Entelo

"RECRUITERS WILL INCREASINGLY LOOK TO AUTOMATED SCHEDULING TO REDUCE ADMIN TASKS THAT PROVIDE LITTLE VALUE SO THAT THEY CAN STAY COMPETITIVE."

Eli Franklin, Recruitment Specialist, Recruit CRM

"NOT SINCE THE INDUSTRIAL REVOLUTION HAVE COMPANIES REALLY HAD TO THINK ABOUT WORK DESIGN, ABOUT WHAT TASKS GET DONE AND WHERE DO THOSE TASKS GET DONE, AND WHEN AND HOW DO YOU DECONSTRUCT WORK SO THAT IT'S DONE IN AN OPTIMAL MANNER."

Nickle LaMoreaux, CHRO, IBM

"AUTOMATING THE RECRUITMENT PROCESS IS A SIMPLE AND EFFICIENT WAY TO ENSURE THAT THE EMPLOYEE HAS A HIGH-QUALITY EXPERIENCE FROM THE FIRST STEP."

Sudhakar Balakrishnan, Group CEO, FirstMeridian Business Services.



Get a free demo

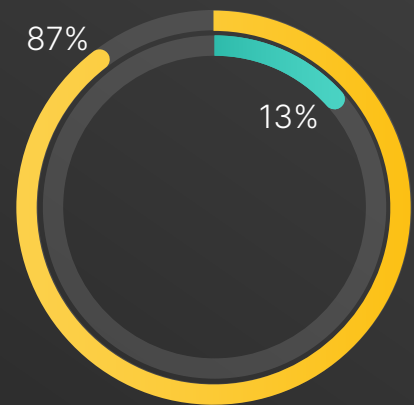
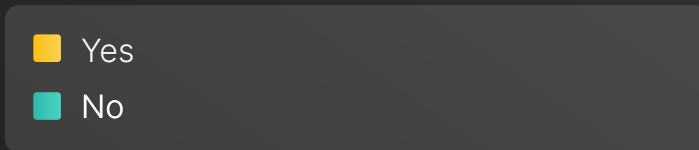
TurboHire's **industry survey** on the

Growth of Recruitment Automation

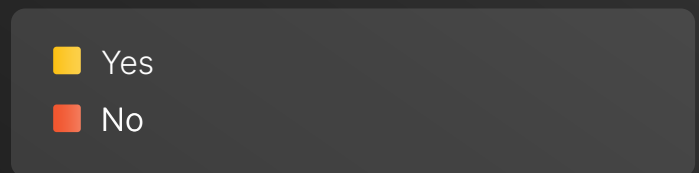
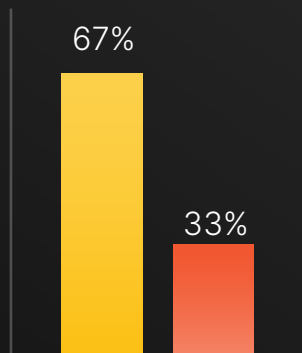
in 2021-22



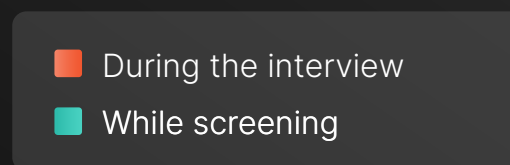
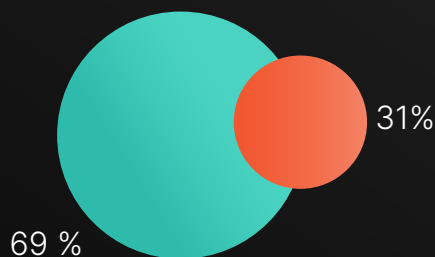
Does virtual hiring give recruiters wider access to talent?



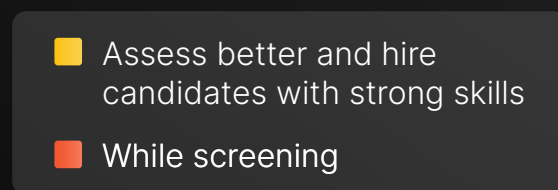
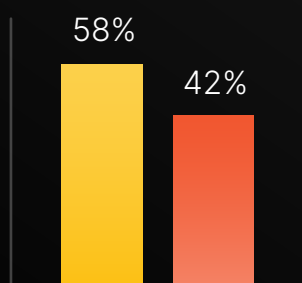
Do you currently have a data-driven solution in place for your organization's hiring needs?



When does candidate assessment make more sense to recruiters?

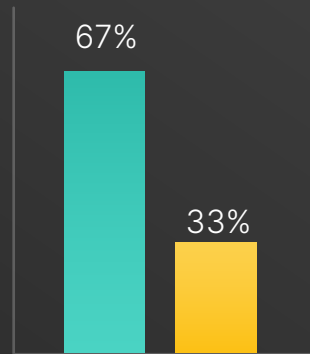


How to invest in people to cope with digital transformation?

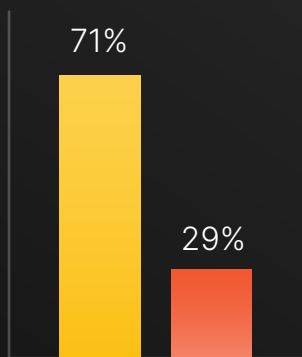


A positive Candidate Experience would make the candidates >>>

- Refer other candidates to apply
- Share the positive experience with their network

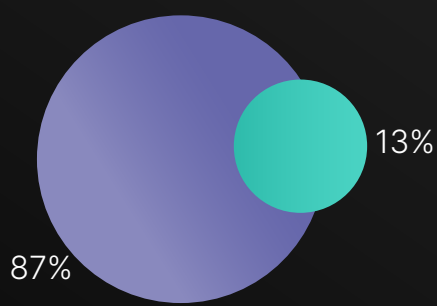


Candidate Experience has a direct impact on >>>



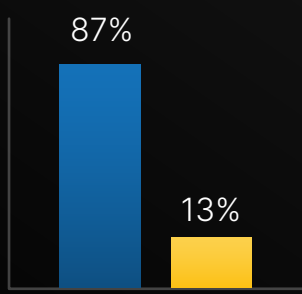
- Employer Brand
- Sourcing

Do you think investing in Recruitment Automation tools is worth it?



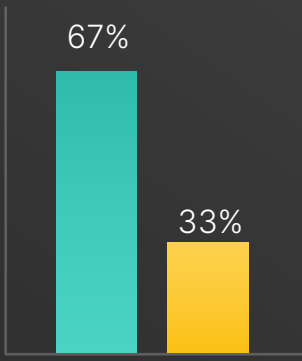
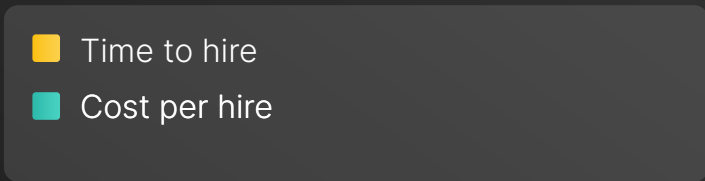
- Yes
- No

What is the most time-consuming step in recruitment?

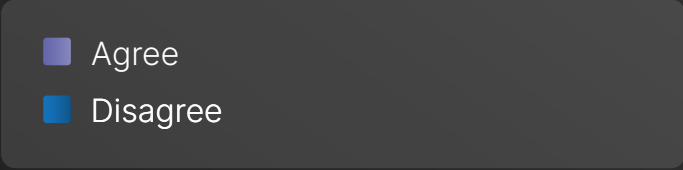
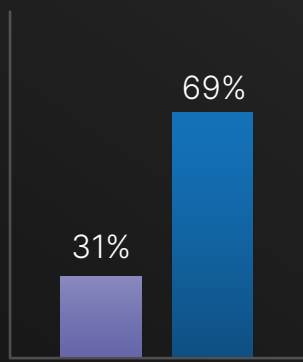


- Resume Screening
- Interviewing

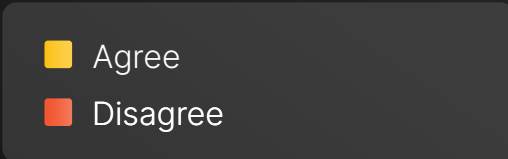
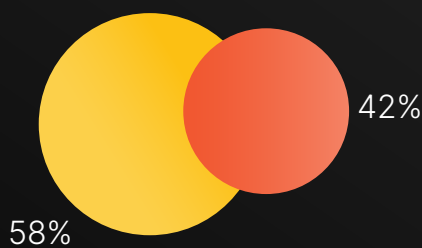
What is the biggest benefit of Recruitment Automation?



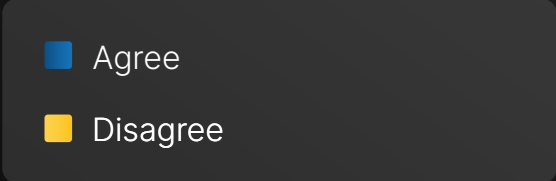
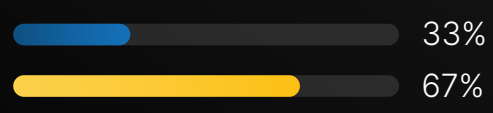
Recruitment Automation allows recruiters to reach out to candidates in a more meaningful way



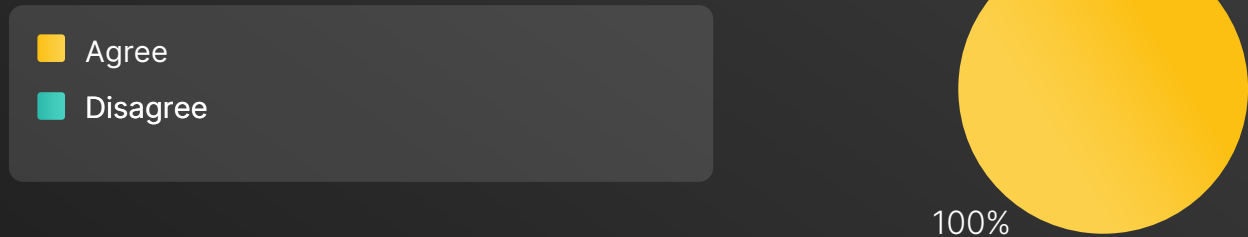
Excessive Automation can cause candidates to lose interest easily



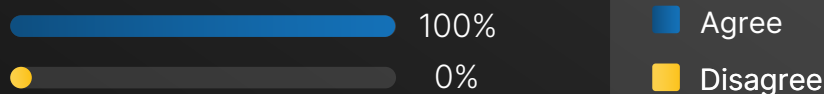
Getting automated emails from recruiters can help build Candidate Experience rather than getting no revert backs



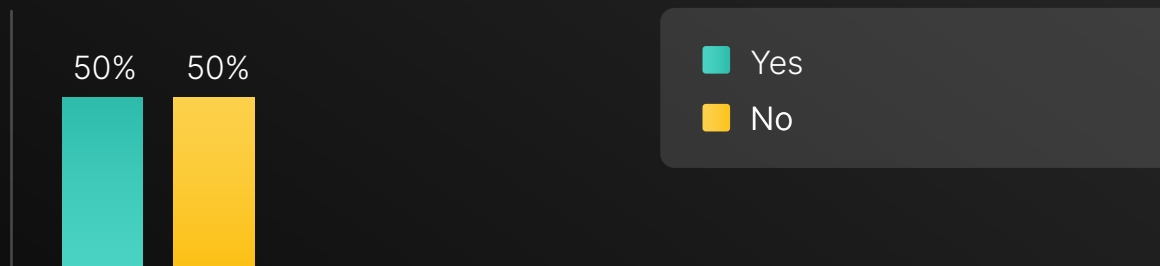
Recruitment Automation can move candidates through the various steps of recruitment quickly



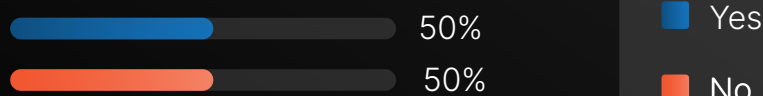
Candidate-recruiter communication plays a huge role in determining candidate experience



Should all processes in recruitment be automated?

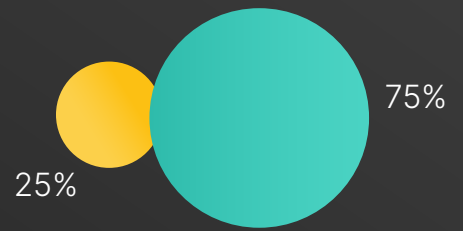


Do you think AI in recruitment can reduce the turnover rate?

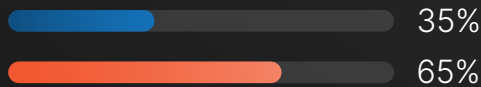


What is the impact of AI in remote hiring?

- AI or not remote hiring is always effective
- AI is like fuel for remote hiring

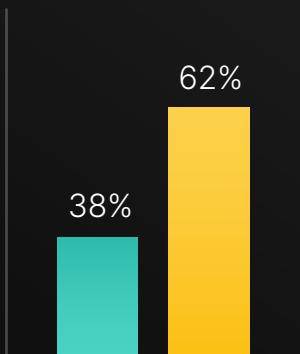


What is your priority during hiring?



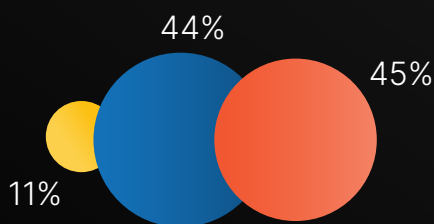
- Culture Fit
- Skill Set

Who is to be blamed for Unconscious Hiring Bias?



- The recruiter
- Poor recruitment management

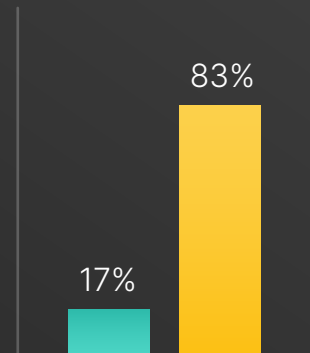
What is the biggest disadvantage of manually screening resumes?



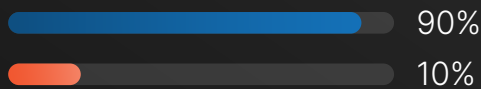
- Waste of time
- Chances of hiring bias
- Important information overlooked

What is a more efficient example of Recruitment Automation?

- Applicant Tracking Systems
- End-to-end Hiring solution

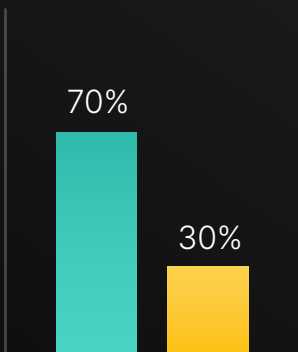


Does Recruitment Automation allow room for improvement in Candidate Experience?

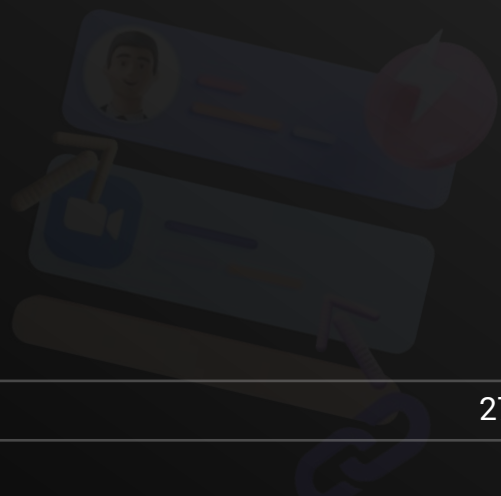


- Yes
- No

Which aspect does AI in hiring improve the most?



- Overall Productivity
- Speed of Recruitment



Acknowledgement

Recruitment begins when there is a need for hire and ends when the hire is on board. Understanding what kind of recruitment process your team would need can be beneficial. With this knowledge, you can attract deserving candidates to your organization by capitalizing on opportunities to improve each step of the recruitment process.



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About TurboHire

TurboHire is an end-to-end Recruitment Automation platform that is easy to use and provides configurable solutions enabling recruiters to streamline their hiring process. Based on user input, we have been able to improve the quality of hires by 5x. Powered by Augmented Intelligence, TurboHire empowers its users with 59 features across 10 hiring modules.

[Get a free demo](#)

