Case study:
Manufacturing, Food Services

Number of employees: 100,000
Roles Hiring For: Sales, Supply Chain, Engineering, Support, Corporate

3x Recruiting Efficiency  90% Candidate Satisfaction

The Problem

Our client is a large global food manufacturing company that was receiving an overwhelming number of job applications for its openings. On top of that, many of the people who submitted applications were not qualified for the positions to which they were applying. This screening process led to a lot of wasted time for hiring teams as they were spending hours looking over ineligible resumes before finding a candidate that would fit the job opening.

Many applicants didn’t get replies at all from the company due to this constant influx of applications. By the time the hiring team was able to contact candidates after reviewing resumes, they sometimes had already moved on due to the delay in communication. This led to a lot of high-quality candidates getting lost purely due to the slow response from the company.

XOR’s Solution

XOR worked with this client to build a chatbot that could provide immediate, 24/7 responses to applicants. As people apply to open positions, XOR instantly reaches out to them via SMS and email, asking them to answer a few questions before continuing to the next hiring stage. This process includes not only qualification questions but also questions related to company culture and compatibility. The AI then checks through the answers and sends respectful rejection messages to those who are not considered a fit. For those who do qualify, XOR’s chatbot moves them forward in the hiring process to be scheduled for an interview with a recruiter. The chatbot connects directly with the recruiting team’s calendar, so the recruiters now spend their days speaking with the most qualified candidates.
Our Company’s Results

With such a large number of applicants, it was imperative that a screening mechanism was successfully implemented. XOR was able to automatically disqualify 83% of the candidates, giving recruiters significantly more time to provide personalized attention to top-talent. Also, the inclusion of company culture filtering raised the percentage of candidates that passed a recruiter interview from 12% to 35%, creating 3x the efficiency.

Overall, there was an 86% conversion rate from the start of the application process to the post-qualification questions. Along with high conversions, 90% of candidates rated the experience as excellent. This process helped improve candidate experience and allow for more qualified applicants to reach the interview stage of hiring.

Why XOR?

XOR can help pre-qualify your applicants to save your team time screening large numbers of people who don’t fit the role. Our software integrates with your current systems, connecting to scheduling and applicant tracking systems to streamline your hiring process. Recruiting with XOR enables your team to focus on filling roles with quality candidates.