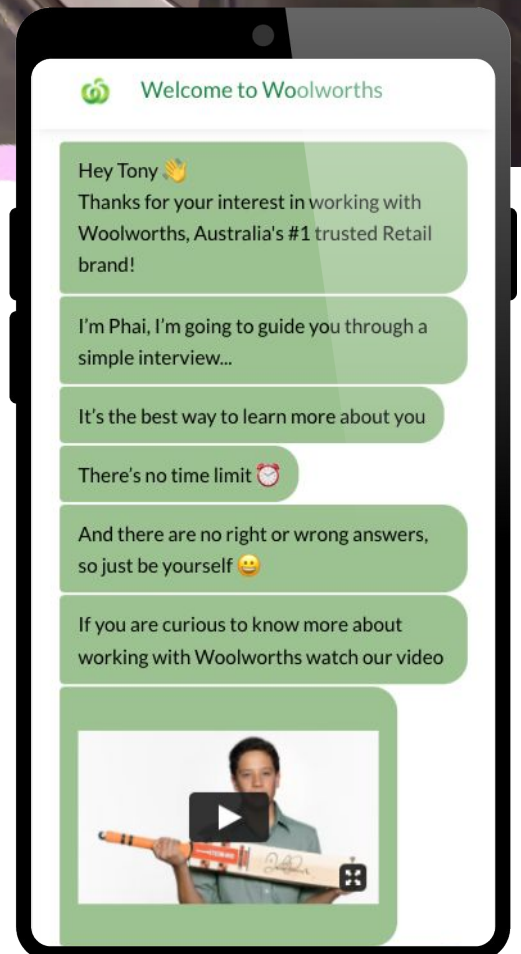




Case Study

How Australia's largest private employer used the ultimate Smart Interviewer to achieve ad to offer in under 24 hours.



sapia.ai

Woolworths



The Challenge

Before COVID hit, Woolworths Group had just completed its biggest recruitment drive ever and were realising that they needed to invest in more efficient recruitment processes to keep up with demand.

The COVID hiring surge meant that Woolworths had to hire 27,000 team members into their supermarkets in under 10 weeks.

Not only did they have to totally re-imagine recruitment, they also needed to improve their time-to-hire.

With a video interview experience that was sub-par for candidates and frustrating for hiring managers, they wanted to drastically improve their candidate experience, making it more efficient and engaging.

Given their market penetration they needed to create a great experience that turned candidates into advocates for Woolworths.

And due to the volumes they dealt with, the solution had to do all of this while being cost-efficient, and integrated into their ATS, SuccessFactors.

Woolworths Group is the largest private sector employer in Australia.

1 million candidates apply for roles across the Woolworths Group

59% of Woolworths Supermarkets recruitment is for casuals

60% of hires are made between August and December

"We love the tool, we knew candidates would love it because it's mobile, it's interactive. We love the fact that we could measure advocacy for Woolworths at the end of it"

Keri Foti, HO Advisory & Talent Acquisition Services



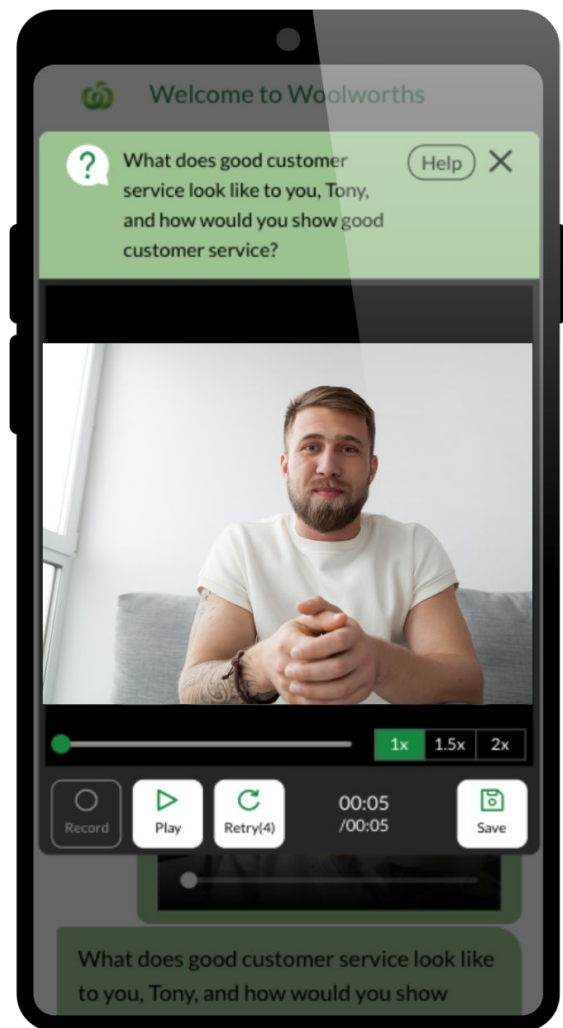
How Sapia streamlined Woolworth's recruitment process

With a completely automated smart interview process, every retail candidate has the opportunity to interview with with Sapia's Smart Interviewer through an online Chat Interview. Every candidate receives personalised insights, and the interview is designed to be completely fair, ensuring a diverse shortlist of the best candidates.

The need to solve for the sheer volume of second interviews that had to occur in the next step made Woolworths a perfect candidate to roll out Video Interview. A video interview that candidates can do in their own time, and doesn't require any scheduling input from hiring managers.

Automatically shortlisted candidates progress directly to Video Interview, capturing the best candidates quickly and reducing time-to-offer.

Integration into SuccessFactors enables a seamless experience for Hiring Managers as the end to end process is managed within the ATS.



The Results

9.2/10

Candidate Satisfaction, av Chat & Video Interview

82.6%

Interview completion rate, Chat Interview

81.6%

Interview completion rate, Video Interview

5000

Recruitment hours saved in the first week

Ad to offer in 24 hours

Almost 50% of candidates complete both interviews on their mobile, making it easy for candidates to interview literally anytime, anywhere.

Automating the end to end experience has **given time back** to extremely time-poor hiring managers, who no longer need to manage shortlisting or scheduling and can simply review the video responses of the top candidates as they come in.

In some cases, candidates have moved from **ad to offer in 24 hours** – giving Woolworths an edge as they can move quickly to capture candidates who otherwise might have accepted offers elsewhere.

"The chat makes you feel like you're in a safe space – it gives everyone an **equal opportunity** instead of in person interview as people can get extremely nervous"

"The interview was a good experience, **not too much pressure** and had good relevant questions about the job."

"**Wonderful** experience."

"I LOVE THE FACT IT'S **NOT TIMED.**"

"One of the **best interviews** I've ever faced 👍"

"everything was amazing! by far the best interview system i've encountered! it allowed me **be comfortable and be myself**, it really allowed me to take my time with my responses rather than stutter over my words"

"The experience was **splendid** and an interview via video provided me with the opportunity to clearly introduce myself. "

"Easy process and **interesting questions.**"

"I really liked it I think it's **really engaging** and that it will help people with their nerves and get them use to interview like questions"

"It was great. I like the potential to **retake videos** and how quick you've responded. 🎉"

"I found the process to be reflective and I liked how they wanted to **know about me**"

"I think this is a great way to get to know someone. **Great questions!**"

"I really liked it I think it's really engaging and that it will **help people with their nerves** and get them use to interview like questions"

"This text message format is pretty **smart and intuitive**"

"I felt really calm during this interview. Which I definitely would not be in physical interviews. I was able to really sort out my thoughts and express myself to the fullest. I really **love this format of interviewing !**"



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SCAN TO MEET OUR SMART INTERVIEWER