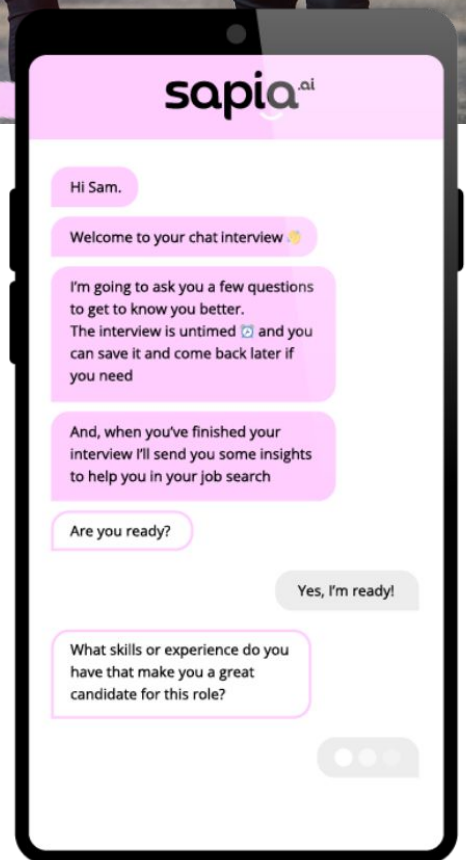




Use Case: Graduate Hiring

An AI Smart Interviewer is your graduate go-to-market strategy.



sapia.ai



Graduate hiring - it simply can't be what it used to be

For the past decade, graduate hiring has remained largely unchanged. Grads pick the top brands, they embellish their resume and reword a cover letter, upload it to an application form, tick a few boxes, and hope for the best.

If they're lucky, a recruiter will like the design of their resume and they'll do an aptitude test. An hour of choosing the right triangle (🤔), or they might have ten minutes on the phone with a tired recruiter who's spoken to fifty others that day. And so it goes..

You're looking for the top 1%, but you're not going to find them using methods from 1999.

The current graduate hiring process is uninspiring, generic, inefficient, and unfair.

For employers to win the best graduate talent in this market, they need to do 3 things well:

1. Stand out from the crowd with an experience like no other

2. Ditch resumes and interview everyone, scalably

3. Disrupt bias, & give everyone a genuinely fair chance

1. An experience for this generation

Gen-Z and Millennials are the most connected candidates yet. With little patience for archaic screening methods, a preference for human communication and feedback, and a thirst for learning, these generations of candidates demand more from employers.

What if your graduate application experience was not only different from your competitors, but actually share-worthy?

Your graduate go-to-market needs to consider not only the job perks and culture of your organization, but should amplify the human, connected nature of your candidate experience.

Sapia's Smart Interviewer meets the requirements of today's graduates. A mobile-first, *human* interaction that shows you care about who they are and where they've been. The insights candidates receive are the cherry on top - ending ghosting and creating another point of humanized connection.

Using Sapia at the top of your funnel creates the perfect go-to-market strategy for these generations: you're giving them something they can share.

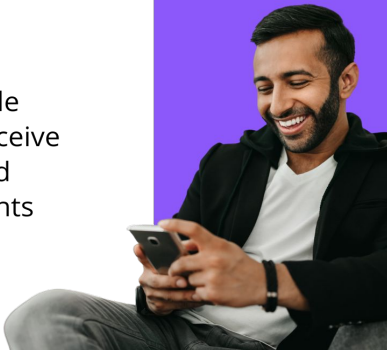
Smart Interviewer

Mobile-first
Human-centred
Fair & inclusive
Everyone gets personalised insights

{ GRADUATE CAREERS }
RACME

We want to help you grow

Apply for a graduate role here and receive personalized career insights




{ GRADUATE CAREERS }
RACME

Did we nail your personality?

Share your top insight with us

#insightfulinterviews



2. A structured interview for every single candidate

As far back as 1998², and as current as 2022³, research has found that structured interviews, with a consistent set of questions and a clear criteria for assessment, are among the most effective candidate screening methods.

Many graduate employers use this method, however it's towards the end, when they've already shortlisted based on resume, testing and group assessments.

To find the 1%, you need to move the most effective part of your hiring process to the start.

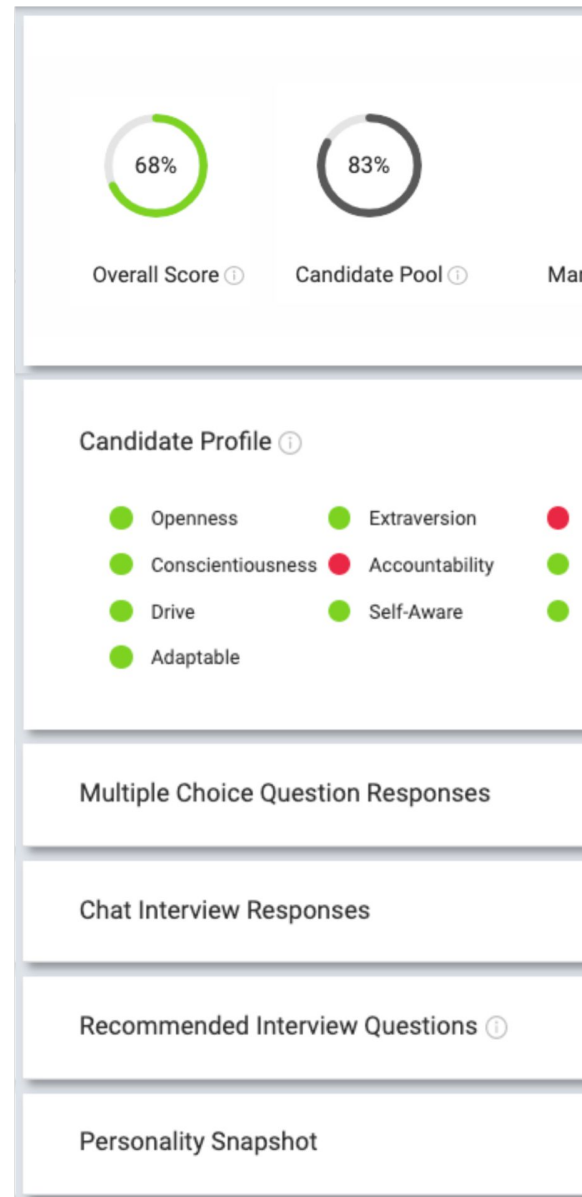
But how to do that scalably? With the volumes you get for graduate roles, it would be impossible to use humans to conduct structured interviews with every single candidate.

With Sapia, everyone is given a structured interview, over chat. Through open-ended behavioral questions, Smart Interviewer uncovers the traits needed to thrive in your business.

It's time to ditch the resume.

They're generic, open to bias, easily gamed and, largely irrelevant when candidates have limited work experience.

You need graduates with drive, critical thinking and self-awareness. The ability to adapt and communicate. Smart Interviewer gives you insights about each candidate traits and communication skills, and their alignment with your ideal graduate profile.



²https://www.researchgate.net/publication/232564809_The_Validity_and_Utility_of_Selection_Methods_in_Personnel_Psychology

³https://www.apituderresearch.com/wp-content/uploads/2022/06/Apt_Interviewing_Report-0622_Final.pdf



3. A fair screening process that promotes diversity

More employers than ever before have set direct diversity targets for their graduate intake this year.¹ Additionally, Gen Z have a strong expectation that their employers will be committed to DEIB.

By using a completely blind screening process at the very top of your funnel, you're ensuring the diversity of your starting shortlist, greatly increasing your chances of meeting your hiring objectives.

And along with a stand-out candidate experience, you can walk the talk on a fair and inclusive screening process as part of your graduate go-to-market strategy.

"I liked how these questions did not seem generic. The questions allowed me to really look back on how my experiences have shaped me to be who I am today."

Airline Graduate

"This is a great way to conduct an interview as it offers equal chances to everyone avoiding biases based on origins/accent and any other factors"

Engineering Graduate

¹<https://www.naceweb.org/diversity-equity-and-inclusion/trends-and-predictions/formal-diversity-recruiting-efforts-climb-among-employers/>

smart interviewer



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