



## CASE STUDY | HIRING SCREENING



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Empass did for us in just 2 weeks flat what our placement agency partners were unable to do in 35-40 days. We launched a Contest with them for 2 weeks and hired team members within 10 days of the contest ending. Great ROI, Interesting concept, wish them all the luck in what they are doing!



### ABOUT THE COMPANY

Asaan E-commerce ([www.asaan.com](http://www.asaan.com)) is a Social Retail platform, which helps you Discover, Buy, Share and Recommend products which are available at various online and offline retail stores.

### 1. SITUATION

Asaan team wanted to hire interns and FTEs with a prescreening of the core skills. The usual channels i.e. job boards and 3rd party recruiters were sending in profiles that were either not relevant or not turning up for interviews after telephonic screening.

### 3. ACTION

Empass launched a 2-week Asaan branded contest to existing users on its platform. Asaan shared a link of the contest all other applicants through regular channels. All Interested applicants had to demonstrate their skills over a mobile quiz contest. Based on their speed and accuracy, a leader board of top 50 performers was shared with Asaan team.

### 4. RESULTS

All applicants seriously interested in the job had played multiple-rounds of skill testing games. Asaan hired some of them as interns and full-time employees. The other qualified applicants were added to their talent pool for near-future requirements.

- **50% REDUCTION IN APPLICANTS**
- **50% REDUCTION IN HIRING COST**
- **40% REDUCTION IN HIRING TIME**
- **MORE RELEVANT AND SERIOUS APPLICANTS**

### 2. TASK AT HAND

For accelerating their Hiring Process for Java and PHP developers, they needed an effective pre-hiring screening assessment to improve their time efficiency and to have subsequent reduction in efforts and costs.

### TL; DR

- **WANTED TO FIND BETTER SCREENED CANDIDATES**
- **USED EMPASS SKILL CONTESTS**
- **RECEIVED LESSER & BETTER QUALIFIED APPLICANTS**
- **HIRING COST & TIME SAVED**

