

# River Island Case Study



# The Problem

River Island, a leading UK fashion retailer, was facing significant challenges with their in-store hiring process. Their store managers were spending an excessive amount of time reviewing and responding to high volumes of job applications, especially during peak hiring periods. This manual, time-consuming process was taking them away from their core responsibilities on the shop floor. Additionally, many applicants were not receiving timely feedback, leading to a poor candidate experience.



# The Solution

To address these issues, River Island partnered with myInterview to implement their AI-powered hiring assistant, Taira. Taira was integrated into River Island's hiring workflow, automating many of the manual tasks that had previously burdened their store managers.

## Key features of Taira included:



Automated  
screening and  
scoring of job  
applications



Branded,  
conversational  
candidate  
interactions



Seamless  
integration with  
River Island's  
existing systems



Detailed  
analytics and  
reporting for  
hiring managers

# The Results

Taira has transformed River Island's hiring by streamlining screening, reducing hiring delays, and freeing store managers to focus on in-store operations. Candidates now receive instant feedback, creating a more engaging experience, while AI-driven screening ensures higher-quality hires. With significant cost and time savings, hiring managers and candidates alike praise Taira's efficiency, making hiring faster, smarter, and more effective.





# Key Metrics



## 0 seconds Time to Screen

Hiring managers spent 10 minutes reviewing each candidates application, now reduced to zero seconds with Taira.



## 3.5 days Time to Hire

Automated AI screening reduced time-to-hire from 12.5 days to 3.5 days, a 9-day improvement.



## 92% Savings

With Taira, screening costs dropped to £18,800. A saving of £209,700.



## 5 seconds

Candidates receive a follow-up within seconds, compared to up to 7 days before Taira.



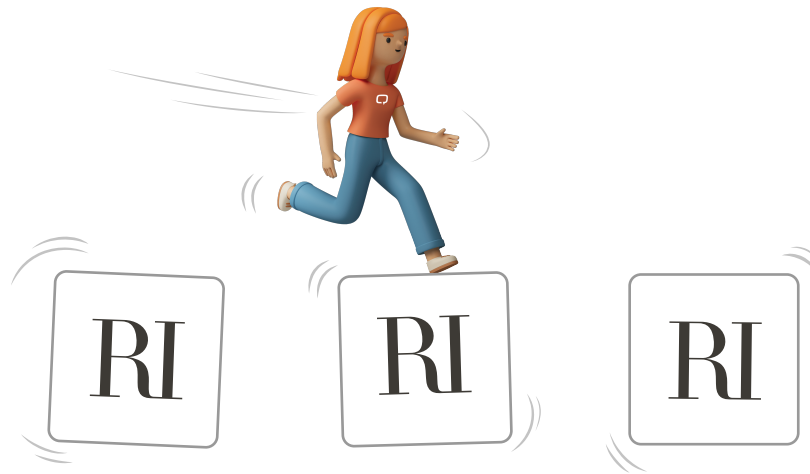
## 15 candidates

Shortlists are now made up of 15 candidates compared to 91 and more in line with River Islands hiring needs and values.

# Overall Impact

- Store managers now **spend more time on the shop floor** rather than reviewing applications.
- Hiring managers report **higher efficiency**, allowing them to focus on selecting the right talent instead of manual screening.
- Both candidates and hiring teams **praise Taira's efficiency and ease of use**, making it a game-changer for River Island's hiring strategy.

By leveraging Taira's automation, River Island has transformed its recruitment process, making hiring **faster, smarter, and more cost-effective**.



Thank  
You

