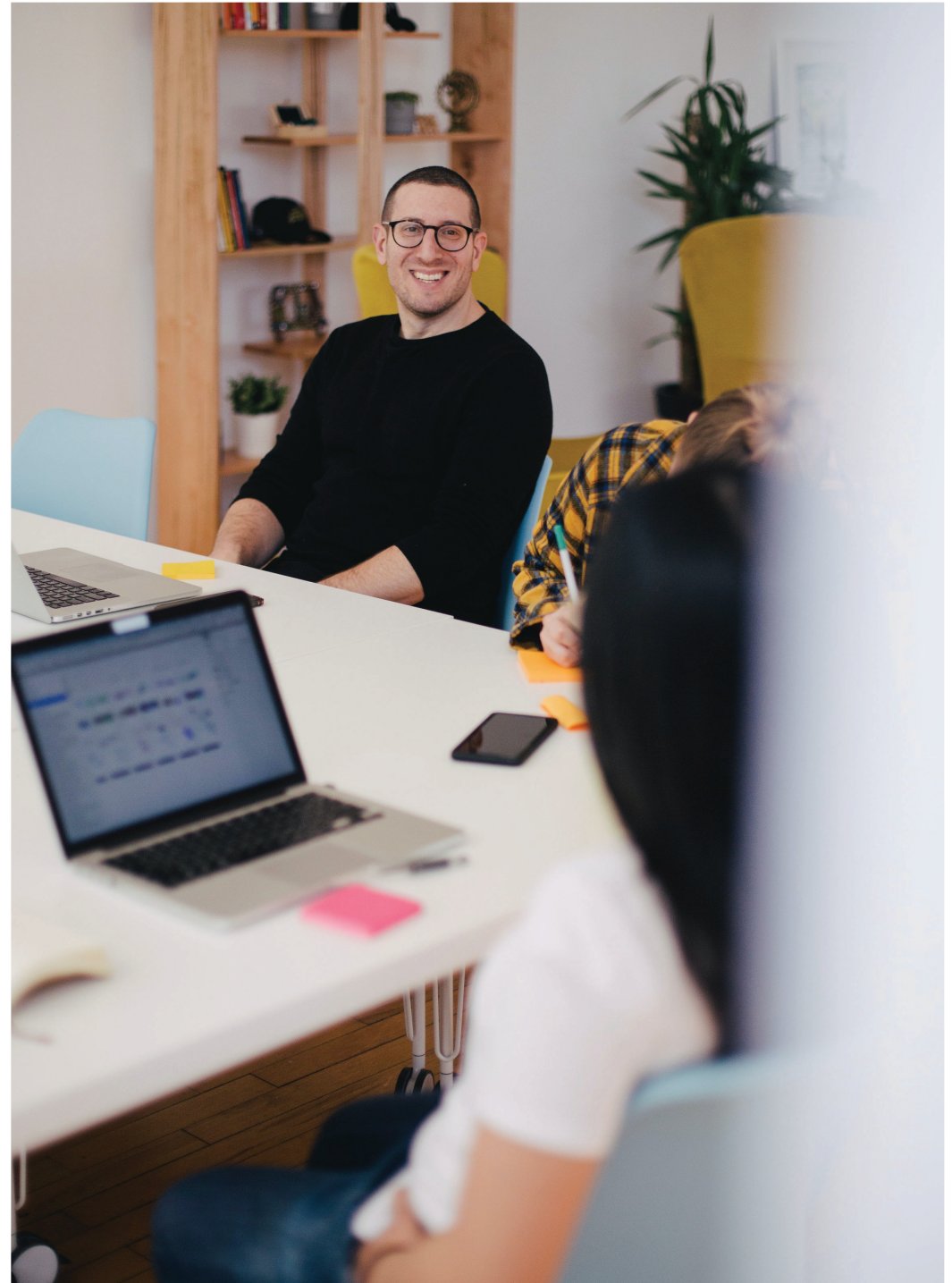


CASE STUDY

 myInterview |  Crowe



Introduction

Crowe

Crowe UK is a leading audit, tax, advisory and risk firm with a national presence to complement our international reach. We are an independent member of Crowe Global, one of the top 10 accounting networks in the world. With exceptional knowledge of the business environment, our professionals share one commitment, to deliver excellence.

myInterview

myInterview, a smart video interview platform, is reimagining how organisations find the best job candidates from their stack of applicants by putting personality first, helping businesses find the best fit for their company and culture.

CHALLENGE

Challenge

Crowe, a leading audit, tax, advisory and risk firm, faced the challenge of efficiently screening and assessing a large volume of graduate and school leaver applicants. With a small team managing recruitment across six offices, the traditional process of conducting half-hour screening calls for each candidate was time-consuming and lacked scalability. Additionally, the limitations of their existing Application Tracking System (ATS) hindered their ability to effectively manage and measure the recruitment process.



SOLUTION

Solution

Crowe adopted myInterview, a video interview platform, to streamline their screening process and enhance the candidate experience. By integrating myInterview into their recruitment process, Crowe was able to automate the initial screening phase. Candidates were invited to complete video interviews, providing the recruitment team with a more comprehensive understanding of each applicant's skills and personality. This allowed the team to efficiently identify the most suitable candidates for further assessment, reducing the need for time-consuming phone screening calls.



RESULTS

Results

The implementation of myInterview brought about significant improvements in Crowe's graduate recruitment process. By leveraging video interviews, the team saved valuable time that was previously spent on half-hour screening calls, with each video interview taking just five minutes to review. This efficiency allowed Crowe to successfully onboard 125 new recruits in their September intake and anticipate 49 new joiners in January. The platform's ease of use and ability to streamline the screening process were well-received by both candidates and the internal recruitment team.

Moreover, the impact of myInterview was pivotal in ensuring a smooth and effective recruitment process. It addressed the challenges of scalability and time constraints, enabling Crowe to efficiently manage a large volume of applicants and reduce the burden on the recruitment team. The platform's impact was so significant that it became an integral part of Crowe's recruitment strategy, with its renewal being deemed essential for the continued success of the recruitment process.



Screening
Time Reduced
**30 Minutes to
5 Minutes**



88
hours
Saved



96%
Candidate
Completion
Rate

THANK YOU

