Zappyhire

How a Leading Commercial Bank in India is Winning the Hiring Game With Cutting-edge Technologies

The Bank Looked for an Adaptable Solution

About the Bank

- One of the **largest** commercial banks in India
- Always on the lookout for **innovation**
- Early to sense demand for **digital recruitment experience**

The Bank looked for compatible innovation partners

- Solution that **follows existing hiring process**, not vice versa
- Makes the existing hiring process **smart beyond automation**
- **Doesn't disrupt** their existing **competency model** embedded into their organizational culture

Address the Organisation's Unique Hiring Needs

A 12,000+ member family, The Bank had multiple channels of recruitment managed by a 3 member core team and 1,200 HR business partners across India. Although recruitment was highly operational intensive, they always strived to hired the best. Here are the key challenges they faced.

The Bank wanted a solution that could maintain their high hiring standards with automation and digitisation while solving their unique problems.

Select the Right Candidate

Misfits in the Bank hampered the team's productivity. To combat this, the Bank wanted to filter candidates at the entry point.

Increase Operational Efficiency

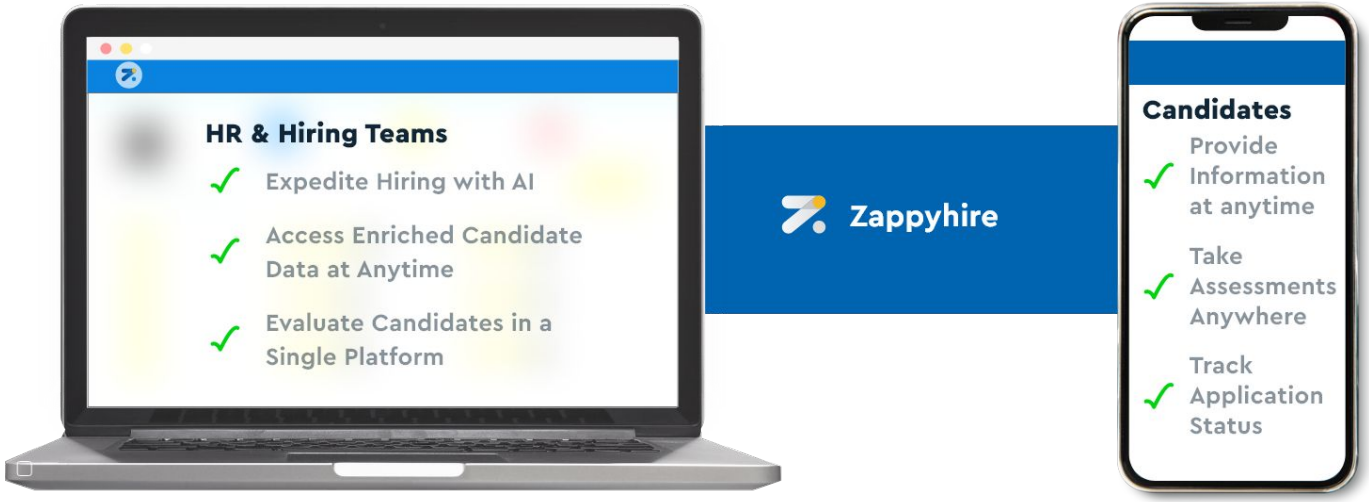
The Bank's strong brand and incredible perks didn't suffice when it came to attracting millennials and gen Z

Improve Candidate Experience

Recruitment process in the bank needed to be digitised as the time-to-hire was high

The Solution Brought All Stakeholders Together

Zappyhire brought all of The Bank's stakeholders together on one platform so they could hire in a seamless transparent manner. The AI intelligence layer boosted candidate's recruitment experience while empowering decision makers with enriched insights to help them choose the right candidates.

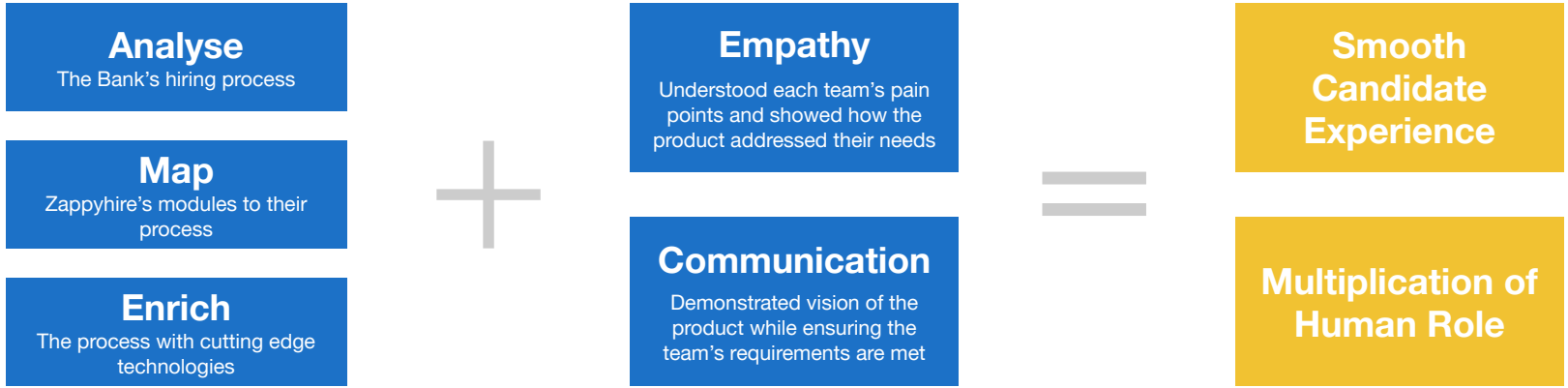


Ultimately Zappyhire helped the Bank launch a completely paperless onboarding experience, possibly **an industry first!**

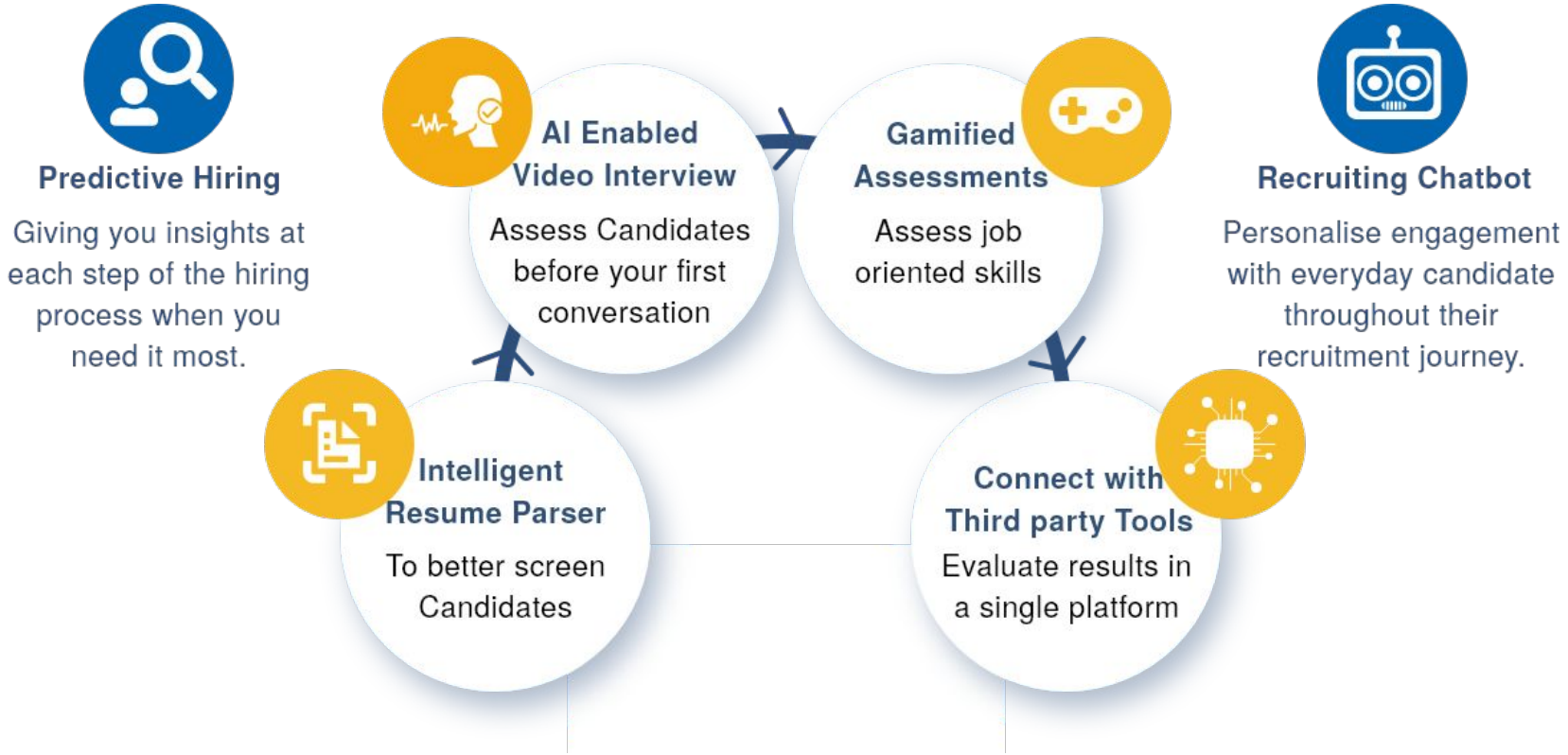
Zappyhire Followed a Structured Approach to Overcome Transformation Challenges

Digitising a paper-driven process is challenging, even more so in the Bank. For decades, myriad teams have been hiring the best talent using stringent recruitment guidelines set by risk, marketing, legal and compliance departments. Transforming such a well embedded process obviously led to resistance.

The Zappyhire team worked closely with key stakeholders at the Bank to gain their trust and confidence. Towards the end of the exercise, every team saw the benefit.



Gave the Traditional Hiring Process a Boost with an Intelligence Layer



Resulted in a Delightful Recruitment Experience for the Bank and their Candidates

1100+
Candidates

75%
Recruitment

72%
Improved hiring quality

The application also won multiple awards and accolades

According to a recent survey[1], finding qualified talent is one of the biggest challenges for most companies. Not for this Bank!

The Bank leveraged emerging technologies and transformed their entire hiring process to a tool driven by AI, arguably a first in the Indian domestic banking sector. Today the application automatically filters candidates with high accuracy and helps the bank spot right talent in a fraction of a second.

With a data-driven approach to hiring, the Bank:

- ✓ **65%** reduction in time to fill
- ✓ **72%** increase in quality of hire
- ✓ **60%** boost in operational efficiency

Ready to unlock the potential of your HR? Contact us at sales@zappyhire.com