

# Retail screening in 15 minutes with an improved candidate experience

- 15 minutes assessment time
- 24 hours to qualified interview
- 93% candidate satisfaction score

**Industry: Retail | Employees: 12,000**  
**Use Case: Volume**

## Retail recruitment challenges

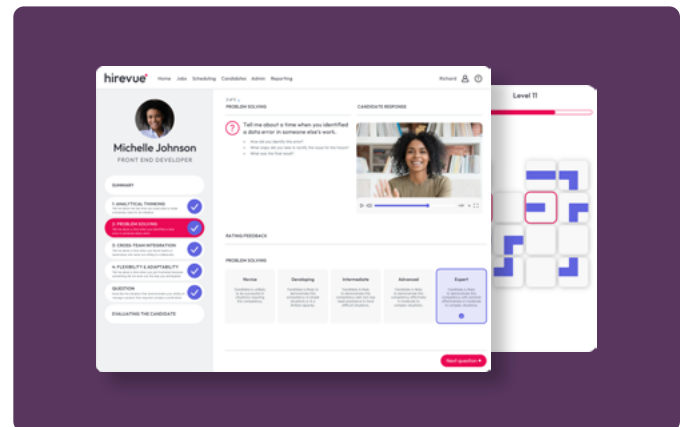
William Hill operates 1,300 shops across the UK and receives over 30,000 applications for retail roles each year, which historically were manually screened. It could take over 2 weeks to progress preferred applicants to interview, resulting in a slow candidate experience, and often losing candidates to offers from elsewhere.

The William Hill team wanted to reduce the time it took to screen candidates, maximise candidate quality, reduce time-to-offer, improve candidate experience, and improve the hiring manager experience.

## A streamlined solution

William Hill partnered with Hirevue and AMS to design and launch a new technology-driven process. Hirevue delivered a games-based assessment to screen for specific high-performing characteristics, allowing William Hill to automate the initial screening stage. If candidates demonstrated the right aptitudes, they were pre-qualified and booked for an interview within 24 hours.

The assessment only took candidates 15 minutes to complete and received candidate satisfaction scores of 9.3 out of 10 on average. It also delivered improved candidate diversity as it allowed William Hill to screen candidates solely against the skills required for the role.



## Improved speed and quality

- Time from application to scheduled interview reduced from 15 days to 1.8 days
- Candidate experience feedback 9.5/10 on average
- Hiring manager satisfaction ratings 8.8/10
- Candidate quality was regarded favourably by hiring managers

“The implementation of Hirevue has supported the speed of getting candidates into our c.1300 shops, which has been fantastic in filling gaps left by the somewhat transient nature of our workforce. The improved time to interview has played a pivotal role in this, and feedback from managers has been great with the speed of hire reducing the burdens placed on them.”

**- People Partner** evoke plc

[Read the full case study](#)

## Hirevue Solutions:

AI-Scored Video Assessments, Games-Based Assessments, OnDemand Video Interviewing