



# TRANSFORMING TALENT ACQUISITION WITH A UNIFIED INTERVIEW PLATFORM

Our Client is a rapidly expanding talent acquisition firm that brings recruiters, interviewers, and candidates onto a single platform. Their goal is to make the hiring process smoother, offering a seamless experience for candidates, efficient workflows for HR teams, and actionable insights for management.

### **The Challenge: Fragmented Hiring Processes**

As the Client's recruitment operations grew, managing multiple assessments, interview schedules, and candidate information became increasingly complicated as they faced challenges with fragmented systems for assessments and interviews, high per-user licensing costs, and limited Salesforce integration. That's when the Client realized the need for a platform that is capable of supporting hundreds of simultaneous candidates without affecting user experience.

### **The Solution: A Salesforce-Integrated Interview Platform**

The Client approached Datamatics to help them design and implement a persona-driven interview platform on Salesforce to centralize scheduling, assessments, and reporting.

#### **Implemented Solutions:**

##### **Persona-Based User Experience:**

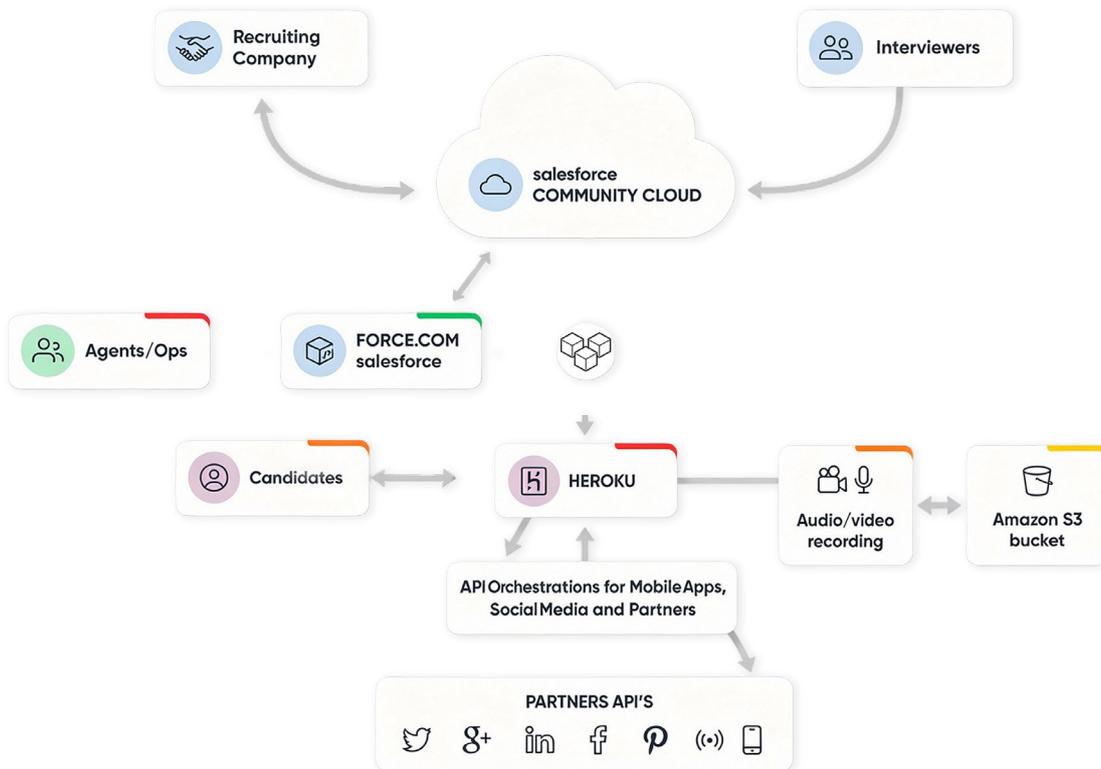
- **Candidates** could log in to complete assessments and attend live interviews via a Heroku-based interface
- **Interviewers** accessed dashboards displaying upcoming, in-progress, and completed interviews with performance metrics
- **HR teams** scheduled interviews, monitored candidate progress, and tracked analytics using Salesforce Customer Community Plus licenses.

##### **Seamless Interview Management:**

Interviews were conducted through Twilio audio/video links sent by email. Sessions were recorded and securely stored in AWS S3, giving HR the ability to review them anytime.

##### **Salesforce Integration:**

Heroku Connect enabled real-time data synchronization between candidate and interview information and Salesforce, thereby reducing manual effort, improving accuracy, and ensuring centralized reporting.



## Impact: Enhanced Recruitment Efficiency and Visibility

Recruitment workflows were streamlined, reducing manual effort

Licensing costs were lowered while enabling more candidates to access the platform.

Candidate engagement increased with smoother assessments and interviews.

HR teams gained real-time insights, supporting faster, data-driven decisions.

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Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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