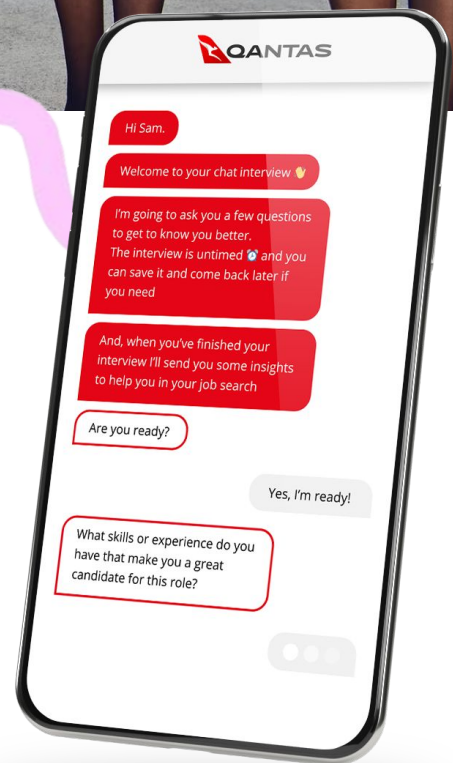




Case Study

How **Qantas** delivers a bias-free and first-class applicant experience.

Workday user Qantas is an iconic Australian airline, and they take the Aussie value of giving everyone a fair go seriously.



sapia.ai



The Problem

"As one of Australia's most loved consumer brands, you can imagine the number of job applications we receive. Originally we dealt with the high volume of applications by implementing a video-based interview process, but we quickly discovered it wasn't delivering on our values. We couldn't be positive that candidates weren't being discriminated against, and we soon identified it wasn't a good experience for them," says Michael.

Screening applicant CVs wasn't practical and carried the risk of bias.

"We knew we needed to depart from using CV screens at the top of the funnel as they were inefficient at actually understanding the suitability of someone to do a job, and when you are dealing with the volume of applications we get they are simply inefficient. CVs are also inherently full of bias," says Michael.



"We care deeply about two things when it comes to hiring. Firstly, diversity and inclusivity, and secondly the experience of everyone who comes into contact with the Qantas brand. Our goal is to treat every candidate like we would a customer"

Michael Eizenberg

Head of Qantas Group Talent, Digital & Analytics.

"We want everyone to feel valued and dignified in applying for a job with us."

Michael Eizenberg



The Solution

Qantas needed a solution which delivered a great applicant experience whilst reducing bias and increasing talent pool diversity. They also wanted a solution that allowed applicants to apply easily on their mobile phone.

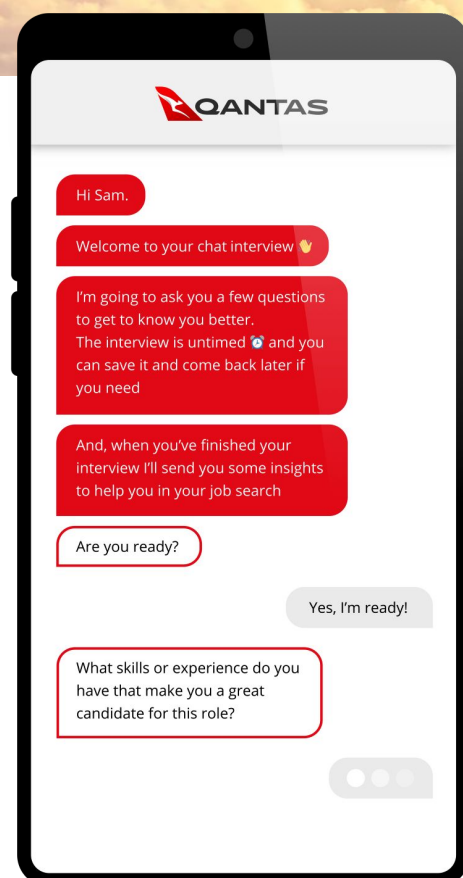
"The idea of using conversational AI via text chat made sense to us, because it means that we truly can't bring any visual bias around people's age, gender, ethnicity etc into it.

More importantly it feels friendly and familiar. We want everyone to feel like they have had a meaningful interaction with Qantas, that they feel valued and dignified in applying for a job with us, and that we see them for who they are, in their own words," says Michael.

Sapia AI chat interviews are a perfect fit.

"It has been truly transformational while delivering on our promise to give everyone a true Aussie 'fair go' by removing bias from applications. Sapia is an innovative Australian text interview talent intelligence platform. Every applicant now receives a first interview via text chat," explains Michael.

Sapia integrates directly with Workday, creating a seamless assessment experience for both candidates and hiring teams.



The Results



98%

of candidates report the feedback they are provided with is helpful and accurate

93%

Interview completion rate from a prior 50% (from video interviews)

Improving diversity and inclusion

Sapia uses AI to score candidate responses to questions asked and responded to in an SMS-style chat. All applicants have the same interview experience. Sapia can accurately determine from their answers which important soft skills they have that make them suitable for a job.

Scores are surfaced to hiring managers in real time, and they can deep dive into the questions which applicants did well, and not so well on. In high-volume hiring, the ready-made shortlist is a game changer. "We have tested our shortlist and hiring data with Sapia and have found that we have effectively mitigated biases that usually comes into initial job screening," says Michael.

An applicant experience people love

Qantas has had excellent feedback on the Sapia AI chat experience.

"For them, the experience is like chatting online to a friend on a mobile and accessible platform. It takes 20 minutes to complete, and they can do it in their own time from their smartphone. Essentially the technology was designed to put candidates first - and it shows," says Michael.

After the interview, every candidate receives personalised feedback.

"Ghosting candidates is a harsh reality of recruiting at high volume, and we are so happy to have changed the tide on this to deliver something back that is of real value - whether candidates get the job or not," says Michael.

A fair go for all

Removing bias and allowing candidates to speak for themselves has resulted in far higher quality shortlists. The offer rate of using Sapia to screen is 80% which is 2.5X higher than it was using traditional Methods.

"As an organisation, the use of Sapia has meant that we are able to provide a positive recruitment experience for people applying for a customer-facing role at Qantas. This is incredibly important to us, as we want to treat every candidate as we would a customer. Our brand is built on the service we provide to everyone who flies with us. We can truly say that now, we give everyone a 'fair go'. As an Australian company, that makes us incredibly proud," concludes Michael.



sapia^{.ai}

Cut through the bias, with a greater reach,
and transform the way you hire.