

Redefining our recruitment process through implementing one-way video interviewing

ocado
GROUP

 myInterview

Introduction

Ocado

Ocado was founded in 2000 with one clear aim in mind: to change the way the world shops. Our mission is to transform online grocery through cutting-edge technology and automation and we are the biggest online only grocery platform. We work with some of the world's biggest, most innovative and forward-thinking grocery retailers, helping them re-define the shopping experience for our own customers and be leaders in their market.

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. Easy to use for both applicants and businesses, myInterview makes hiring a fully collaborative experience, allowing colleagues and managers to provide feedback quickly and efficiently. Frustrated by how little CVs allowed them to express themselves, myInterview is a platform which makes people, not paper, the heart of the hiring process.

The Challenge

2020 brought the opportunity to redefine our recruitment process

Video interviewing was always in the pipeline for consideration, after various demos we identified myInterview was the platform for us. We adopted the tool and helped shape the analytics, to better report on the metrics that matter for recruiters.

Unforeseen circumstances led to a huge rise in growth and demand from Ocado customers in a very short time period. As a result, operational role applications rose from 1,500 per week to 3,500 over a weekend. The standard recruitment process was already in need of improvement but the pandemic expedited implementation as the current process would not have been able to meet hiring goals to match the demands of the business.



Advantages

Advantages

There were a number of important factors which needed to be considered upon implementation to ensure a smooth and quick transition to the new process, particularly the training of the parties involved.

Candidates

For candidates, we signposted the expected steps in the process and provided candidates with a guide and handy hints and tips to help them better understand how to complete and submit their video interviews. For hiring managers, we provided on-demand training videos to help them get up and running at their own pace.

But all in all, we found the advantages outweighed the investment in time and resources we need to do to get the tool working for us.

Speed

The old recruitment process wasn't efficient enough to come close to meeting the hiring goals and increased demand due to time-bound tasks. With myInterview, we had a fully branded video interview platform implemented in a matter of days.

There was a huge time saving overall due to the eradication of the need for scheduling from both parties, as well as the time lost due to no shows which had previously been at 33%. These factors reduced the time to hire dramatically, as well as streamlined processes all round.



Candidate experience



Candidate experience

One of the challenges with the old recruitment process was that the recruitment team worked 8-5 Monday to Friday which was a mismatch to most candidates who were shift-based over 7 days, resulting in lots of phone tennis and missed opportunities. Transitioning to video interviews not only improved consistency by standardising the recruitment process for all applicants, but also had some huge time savings and increased convenience for all candidates.

myInterview eliminates the need for travel and allows the candidates to take the interviews 24/7 at a time which suits them on their desktop, tablet or mobile device.

Hiring Manager and Recruiter experience

Hiring managers and recruiters found they had more time to do more added value tasks as they no longer needed to schedule interviews and recouped previously wasted time on no-shows.

90% An internal survey indicated

that 90% of hiring managers would prefer to continue using myInterview than revert back to face-to-face post pandemic.

The results

73%

Completion rate on all invitations sent for Delivery Drivers and Warehouse operative roles

2 days

Is the average time taken for applicants to complete their video interview (Warehouse Operative)

94%

Of users gave 4* or 5* review for myInterview platform for ease of use

4 days

Is the average time taken for applicants to complete their video interview (Delivery Driver)

63%

Of applicants are completing their video interview via mobile device

15 mins

Is the average time to complete a video interview



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Get in touch with the team at myinterview.com to learn more about a custom solution for your organisation.