

# Cracking the Code

Candidate engagement &  
implementing video for  
the win!

**P&O**  
FERRIES



 **myInterview**

 myInterview

# Introduction

## P&O Ferries

P&O Ferries, a household name in the UK, is one of the region's leading ferry operators backed by over 180 years of experience. With over 4,000 members of staff, 20 ships and more than 30,000 sailings a year, P&O Ferries has successfully managed to keep their unique customer-centric culture intact while sailing across the English Channel, North Sea, and Irish Sea. They have had their fair share of challenges that came with the year of 2020 yet have gracefully handled each obstacle to better themselves each step of the way.

## 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

## COVID-19 Outbreak

The sudden outbreak of Covid-19 in the Port of Hull halted nearly all tourism within a matter of weeks. After losing 98% of tourism traffic, over one third of the company was furloughed. With tourist trade not fully back yet, the hiring managers have been required to do much more hiring as people have come off furlough from July 2020. It was imperative to have the right people in the right place.

## Planning for Brexit

In addition to a global pandemic, Brexit brought with it an abundance of new paperwork and processes, so recruitment was a small but significant element. Improving hiring procedures was a big win in saving time. With Brexit in place, lorries took 4x more time checking in to cross to the EU. Through the use of video, hiring was efficient and effective. Had there been a shortage of staff, the waiting time would have led to a massive backlog. After just 6 weeks of advertising open positions, P&O Ferries filled 83% these jobs with capable and qualified individuals to represent the company.



# Video is here to stay

“With myInterview, we speedily filled our open positions to keep operations running smoothly as the seas opened up to tourism. Additionally, we were able to immediately implement a fully branded video introduction of P&O Ferries to warmly welcome candidates to our new hiring process. While we undoubtedly shortened the time to hire, we never needed to compromise on the screening quality of our candidates. The new process empowered our Talent Acquisition Team and Line Managers collaborate with ease. Ultimately, we made more efficient decisions when it came to placing the right people in the right place to building our winning team.”

– Taz Vaid, Recruitment Manager



# The Results

**62%**

Savings on line managers' time

**1000+**

Applicants

**75 jobs**

Filled in 6 weeks

**8.3**

Candidates per day

**70%**

Video interview completion rate

**25%**

More interviews in less time

**3** out of **4**

Candidates met after video  
interview

**15 hours**

Line managers live interviews  
after video

**9 days**

Average time to offer

## The Insights

**100%** of line managers would prefer to continue with video interviews first!

## Speed Factor

Makes the face-to-face a 2nd interview

## Confidence Boost

For hiring managers

## High Volume

Replace assessment centres



**Start hiring with video today, it's totally FREE!**

Click **here** to start!



Book a demo with our dream team



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