

CASE STUDY _____

Shaadi.com Elevates Hiring with Zappyhire's Unified Recruitment System

About Shaadi.com

Shaadi.com, the world's No.1 matchmaking platform, pioneered online personals 20 years ago and continues to lead the space. Shaadi.com is recognized as one of the world's 50 Most Innovative Companies, alongside Apple, Google, Facebook, and Amazon.

shaadi

Founded

Industry Online Matchmaking

Headquarters Mumbai, Maharashtra

Company Size

1,000+ Employees

We were using three different platforms for hiring. With Zappyhire, we now use a single platform for screening, sourcing, interviewing, pipeline management, offer release, and onboarding. Employee referral and vendor platforms are also part of it.

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Head of Talent Acquisition, Shaadi.com

CHALLENGES FACED BY Shaadi.com

Scattered Recruitment Process

- The recruitment process was managed using three different platforms because a single platform could not provide all the desired features.
- This scattered recruitment process caused delays and inefficiencies, slowing down the overall recruitment process.



OUR SOLUTION

End-to-End Recruitment Automation

- Zappyhire unified the recruitment process with an **end-to-end solution**, facilitating **high-volume hiring**.
- By offering a single platform for sourcing, screening, interviewing, pipeline management, offer release, and onboarding, Zappyhire eliminated the chaos of switching between multiple platforms.
- The inclusion of **Employee Referral** and **HRMS management** in the same platform is an added advantage, further accelerating recruitment management.

KEY OUTCOME

Unified Recruitment Workflow, Reduced Time to Hire, Facilitated Volume Hiring, Augmented Hiring Efficiency

Difficulty Syncing Previous ATS Platforms with Existing Career Page

- Previously used ATSs had their own career pages and they were not able to sync completely with the existing career page of Shaadi.com.
- This led to data inconsistency and inefficient recruitment workflows due to the lack of seamless integration, resulting in delays and bottlenecks.
- The disjointed application process also hampered the candidate experience.



OUR SOLUTION

Seamless Integration with the Career Page

- Zappyhire **seamlessly integrated** with Shaadi.com's existing career page, maintaining **consistent** and **accurate data across multiple platforms.**
- **Zappyhire's Al chatbot** integration with Shaadi.com's career page, aided in simplifying the **candidate screening** process.
- The platform helped in providing a **smooth** and **cohesive application process**, thereby reducing frustration and delivering a good candidate experience.



KEY OUTCOME

No Data Inconsistency & Enhanced Candidate Experience

High Operational Costs for Managing Three Different Platforms

- Managing three different recruiting platforms was not only a hassle but also costly.
- The ROI of investing in three different recruiting platforms was unjustified.



Cost-Effective Recruitment Solution

• Zappyhire provided a cost-effective solution with all the required features, eliminating Shaadi.com's need to invest in other recruiting platforms.

 KEY OUTCOME

 Cost Saving, Enhanced ROI

4 Inefficient Candidate Screening and Lack of Data Security

- Understanding the candidates before the interview process was a challenge resulting in a waste of time due to inefficient screening of candidates.
- Limitation in the custom features available with the other ATSs.
- Disorganized recruitment data with risks of tampering and inaccuracy.



OUR SOLUTION

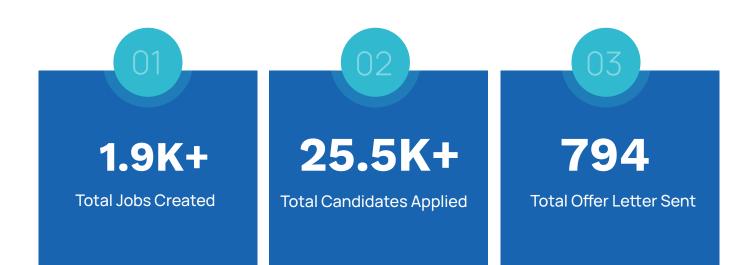
Smart Al Features to Save Time-To-Hire and Provide Data Security

- Zappyhire addressed this challenge by providing smart features like an **AI recruiting chatbot** that collects resumes and **automated pre-assessments** that help with a better understanding of each candidate and accelerate the recruitment process.
- The platform allowed customization at every stage, from generating job descriptions to shortlisting candidates by adding custom fields, to generating offer letters. Recruiters could configure everything according to the organization's requirements.
- Zappyhire **organized recruitment data**, ensuring ease of access, preventing tampering, and providing **fool-proof records for future reference**.

KEY OUTCOME

360 Degree Candidate View, Hired Top Talent, Data Security

IMPACT AT A GLANCE



By switching from juggling three different platforms for various parts of recruitment, Shaadi.com achieved high efficiency with ease by adopting Zappyhire, the all-in-one recruitment software.

KEY OUTCOMES

- Streamlined Recruitment
 Process
- Simplified Candidate
 Screening
- Facilitated Volume Hiring
- Time-Saving Automated
 Assessments
- Existing Career Page Syncs
 Completely with Zappyhire
- Commendable Support Post
 Onboarding with Zappyhire

- Unified Tracking of Entire
 Recruitment Cycle
- Efficient Pre-Screening of Candidates
- Customizable and Scalable
- Organized and Secure Data
 for Future Reference
- Customization of Offer Letters as per Customer's Needs

Zappyhire is quite flexible, and the post-sale service is also commendable. Response time is better compared to others, with the ability to customize up to 80% according to business requirements.

Head of Talent Acquisition, Shaadi.com

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WHAT Shaadi.com LOVES ABOUT ZAPPYHIRE?

All-in-One Recruitment Platform

Zappyhire provides a broad range of features to manage the entire recruitment process from a single platform, encompassing pre-screening, offer release, and pre-onboarding. This streamlines the recruitment process end-to-end.

2. Customizable & Scalable

The platform is highly customizable and scalable, significantly easing the workload during volume hiring. The hiring team can customize candidate shortlisting criteria by adding custom fields. Smart job descriptions, Al assessments, and offer letters can also be tailored and auto-generated, according to the organization's specific needs.

3. Highly Configurable & Commendable Client Support

Zappyhire offers extensive configurability, allowing up to 80% customization to meet business requirements. The client success team responds quickly as compared to the other platforms.

4. Securely Backup Recruitment Data

Zappyhire organizes recruitment data to ensure ease of access, prevent tampering, and provide fool-proof records for future reference, enabling well-informed hiring decisions.

ABOUT ZAPPYHIRE

Zappyhire empowers enterprises to rapidly identify and onboard top talent using Al technology. It automates the entire recruitment process and provides insightful data to support powerful decision-making.

With over 500 advanced features, Zappyhire enables businesses to hire top talent efficiently through comprehensive automation.

Elevate IT Recruitment with Next-Gen Automation

Discover how Zappyhire's advanced AI features can redefine your hiring process with a personalized demo.

Get a Demo