



Spark^{nz}

Case Study

Spark NZ is New Zealand's number one telecommunications carrier with 5,000+ employees.

It has a dedicated contact centre for its consumer business which is accountable for delivering great service and revenue growth.

The opportunity to re-imagine recruitment was driven by these factors:

- Historically, recruitment was outsourced at a high cost to hire, with not a lot of capacity or experience in the business to insource a manual process
- Hires were not meeting sales expectations
- A lack of diversity of hires
- An application experience that was not candidate friendly.

A change in approach was sponsored by their new Head of Talent and the Contact Centre Business Owner, who was highly motivated to diversify the team and inject fresh ideas and energy into the team.

We re-imagined the application process using PredictiveHire's FirstInterview experience.

For candidates: everyone gets the opportunity for a 1st interview, and that experience creates a stronger connection to the brand.

For recruiters: save time and increase efficiency by progressing the best candidates to interview based on their values and capabilities, rather than just on the strength of their CV.



The results were impressive for all stakeholders.

- ✓ Estimated **70% decrease** in cost to hire (using PredictiveHire time savings calculator)
- ✓ 33% reduction in time to hire, decreasing by 2 weeks
- ✓ Candidate engagement was phenomenal, with an average enjoyability score of 9/10.
- ✓ **No bias** meant a much greater level of diversity. We saw this consistently across the recruitment lifecycle, leading to more diverse hires relative to the applicant pool
- ✓ Drop out was **less than 7%**, which has shown to be much lower than average for contact centre recruitment campaigns



Feedback from applicants has been exceptional, with an average enjoyability score of 9/10

- This is an awesome way to get to know the person before hiring them. Every question was clear and straight forward.
- It felt like I was having a real conversation with a person
- This is the first time I have completed this type of questionnaire online - I think it's great! Keep it up!!
- This was very intuitive, great overall design with friendly interface.
- This was great and so much easier than other applications, I would recommend this to anyone.
- I loved the questionnaire and it made me relive the amazing experiences I've had until now. It gave me an insight of who I really am and how I love challenges.
- Absolutely impressive. It is a great way to express more of myself, my experience, learnings and knowledge.



After a successful pilot of the programme, Spark NZ is now extending the FirstInterview experience out to the rest of their business. This will create:

- estimated cost savings of 70%
- estimated time savings of 35%

Isn't it about time you did the same?

Feedback from the business

- The hires we have made are a really good fit, and not all of them have a retail or sales or contact centre background.
- They are doing really well getting their head around the crazy concepts of telco's and contact centres.
- The drive, willingness to learn, attendance, extra effort - we are seeing all these things coming through in spades.
- The last round of hires is said to have been "the best people we have had yet".