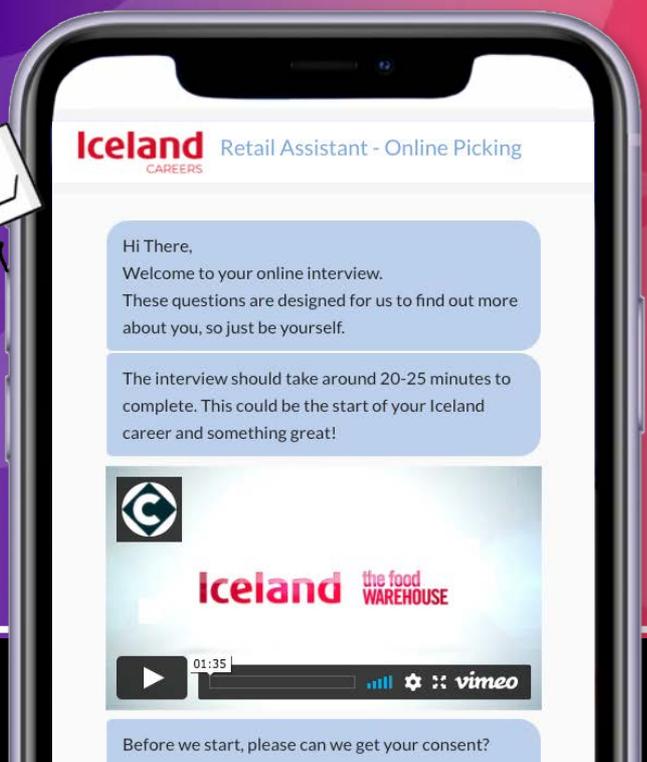




How a huge grocery retailer innovated during a pandemic



Find Better People Faster

www.predictivehire.com

Iceland

- * Top 10 supermarket chain in the UK
- * Privately owned, >1000 stores and > 25,000 employees.

The crisis that demanded action

The pandemic meant store leaders were massively drained of time and under incredible stress in stores. They had ZERO capacity to do recruitment. But the business urgently needed 5500 new team members fast!

Short term fix:

Recruitment centralised for one month. Hard-working Talent Acquisition team hired 5500 people in a month!

The learning?

NEVER AGAIN!

Long term solution:

- * Automate hiring using Ai with a difference ...
- * Go live within 4 weeks not 6 months!

How do you execute large scale transformation at pace during a pandemic when your 1000+ internal stakeholders are spread across the country and are massively time poor?

- Define your non-negotiables
- Do thorough research on the vendors first
- Stand-up an internal team of stakeholders to test the options
- Stress test the solutions & the vendors to ensure they can cope with the scale and need for agility
- Invite your ATS vendor to be part of the process

“

“5x payback in 4 months giving back 8,000 hours to the business. Less than 1p per applicant to deliver 99% positive sentiment ... a game-changer for Iceland!”

Iceland's 'Non-Negotiables'

Non-Negotiable 1

A candidate experience that is simple, efficient, fair, respectful and above all, human.

When we did our due diligence of the assessment market, we knew that the tool we selected needed to work for our candidate market, which is as diverse as the general population. That ruled out gamified and video assessment as we didn't feel they suited our culture or would be embraced and trusted by candidates. That left the typical Situational Judgement Test (SJT) providers and chat Ai, built by PredictiveHire. We tested both on our internal team.

Against all our criteria, the PredictiveHire Ai solution was *superior*:

- ✓ It's only *5 questions*
- ✓ The *questions are customised* to amplify our culture and values the whole assessment is customised to our brand and even includes a career video, so it feels very Iceland
- ✓ It's *fast* for candidates – 20 mins on average
- ✓ It's *mobile-first*
- ✓ The best part, every candidate gets *personalised feedback*.

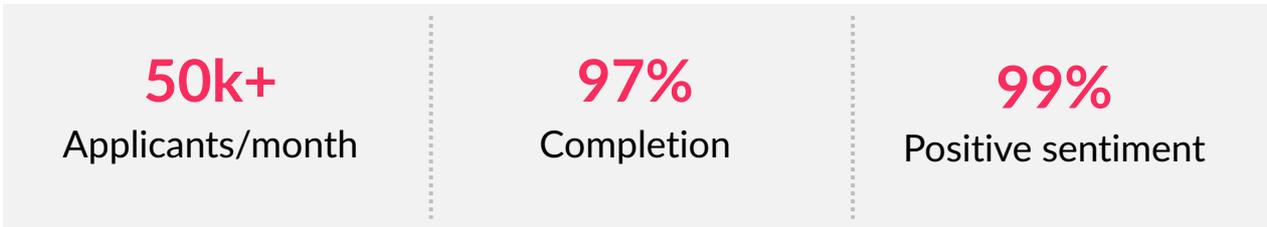
“

“I banned the use of auto-replies, such as if you don't hear from us assume you won't. Candidates deserve better. A big employer like Iceland has an obligation to do better by candidates.”

“SJT now feels very old school compared to the mobile-first chat experience offered by PredictiveHire.”



“There are some myths which still prevail about Ai, such as that when you use Ai you lose the human factor. We have seen the opposite”



“I get to read every feedback comments in the PredictiveHire dashboard. This one I love ... I can't 100% be sure if the feedback was an automatic response or personal feedback from a human, but I feel that it was pretty close to perfect. It made me confident in my own pros and cons.”

“For an individual to be able to talk in that way, that they've got the gut feeling that it must be automated given what they've gone through, but actually it was so personalised it was so human in nature—and came through with emotion, with compassion – it's absolutely fantastic”



*n= 256,365

- ✓ SIMPLE**
The assessment is simple & engaging for *the diversity of candidates* that apply.
- ✓ TRACKING**
Drop out tracked and shared real-time.
- ✓ STATS**
Real-time *gender* and *race* hiring stats.
- ✓ NO BIAS**
Zero bias in the chat Ai since go-live.



Non-Negotiable 2

Transparency & trust. From blind interviewing through to the science behind the assessment.

On why blind hiring matters:

“ We know that trust in us as a brand and as an employer comes from doing the right thing by our people. That means looking into the science beneath the technology and the level of investment in security and privacy. PredictiveHire are transparent about its science - sharing their tech manual, their adverse impact testing and their ongoing bias testing. The fact that they also had ISO 27001 and are GDPR compliant was also critical for us.

Our legal team examined their tech manual, their bias testing regime and overall governance around the product. This built trust within our organisation that the technology met our high standards.

On why transparency of the Ai methodology was a criteria for the decision ...

“ Because we are a business that serves the whole community, it is critical for us that every candidate has an equal and fair chance at the job. We believe you get the job because you have the right traits and values, not because of your gender, race, or any other irrelevant variable. This was a critical reason for selecting PredictiveHire blind Ai chat.

✓ Data sovereignty

✓ GDPR compliant

✓ ISO 27001

✓ Ongoing bias testing and reporting

✓ Real time visibility of predictive model stability & any bias



Non-Negotiable 3

Simple solution that scales easily for rollout and future product releases.

“

“Our store manager cohort is always changing as we promote new people into the role and they are very busy managing stores and teams. Any change needed to be one that was super simple to communicate and incredibly easy to understand. That’s what we found with chat Ai – the store manager can always read the candidate’s responses which give deeper insight into their motivations and interests than any CV.”



- ✓ Technology that scales to fit, interviewing thousands of candidates in-depth and with intimacy.
- ✓ Candidates are assessed, scored and ranked using Ai, dramatically reducing recruiter time and effort.
- ✓ PredictiveHire’s bespoke two-minute video created to support roll out and education for all stores.

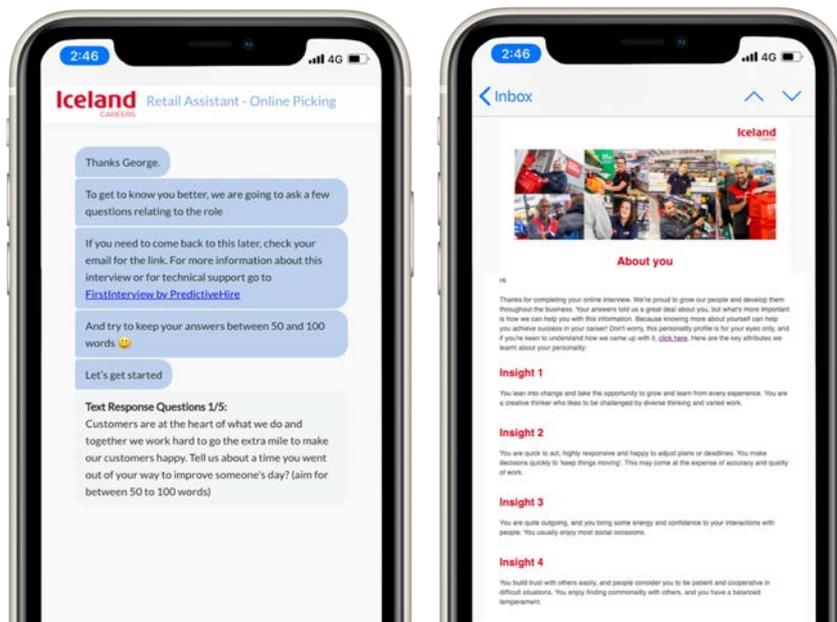
Non-Negotiable 4

The whole experience for candidates and store managers needed to 'feel' like Iceland

“

“We are a values-driven culture privately owned, with the original founder still very involved in the business. Being family-owned means culture is king, and that means your people are your most important decision to get right as they are your culture.”

“The assessment was customised to mirror our values and culture and included a careers video of ours we love. That mattered a lot.”



- ✓ Having an assessment which *mirrors a real interview*
- ✓ Candidate responses *visible* to managers
- ✓ Personalised profiles on every candidate that are *intuitive* and *simple to interpret*
- ✓ The recommendations are *explainable* and *visible* – no deep learning models

Non-Negotiable 5

Seamless integration into our ATS which is Kallidus

“

“For a business like ours with store managers doing all the hiring, we needed to deliver a seamless and easy experience for candidates and our store managers. The integration took four weeks and has delivered exceptional efficiency to both sides. PredictiveHire even created a bespoke video for sharing with all stores to support the change.”



Quotes throughout this document are from **Jeff Uden**, Head of Talent and L&D for the Iceland Group



Connect on
LinkedIn

This is how text-chat Ai makes our candidates feel

- “Personally, I think that this application has been **one of my best applications that I've provided**. This as a first interview experience I would say was amazing!”
- “I felt really comfortable, and did not feel nerves at all! I think this new way of interviewing people is amazing! **This should be done on other sites!** I feel like have been able to get my words out and not sit here and not be able to say them! Thank you”
- “This first interview was amazing, as I could tell you more about me, and also to know how you have such a high standard **makes me feel more excited to join you.**”
- “This is probably the **best application I have submitted**. I like the feel of responding to a chat message, rather than filling in blank text boxes.”
- “This was a unique process to me. The chatting format is simple and efficient. It feels really modern and it really takes out the boring stuff of an application. The questions are on point and they really stand out. **Definitely the best first interview experience!**”
- “It's the **best application process I've been through** and the way you've set it up so you only have to read and reply makes it a much easier application an very straight forward to do, I like it!”
- “I think this is the **best survey/interview for a job I have had**, I think it is more engaging than a test like some other stores do”
- “This application has been a great experience and is very individual to each person. **It is the best application I have submitted** due to the way it is done as it allows me to be more myself than other processes.”
- “Of all the applications and first interviews I have been through over the years I found this to be **very straight forward, clear, concise and user friendly! Kudos to you Iceland**”
- “This was a very interesting form of interview. **Quite relaxing, innovative and engaging. Kudos to the ICELAND TEAM!**”
- “This is the first time that I've had an automated interview that is designed to look like an actual conversation. **I think it is structured well and was quite pleasant.** Kudos to whoever designed this as this was a nicely designed screening system.”
- “To be honest I admit that I really liked the questions because it was an opportunity to reflect on my professional experiences using real examples to demonstrate my skills. **This interview was very different and more productive than most I've done.**”
- “**One of the easiest and most straightforward online job interview I have ever done.** Congrats to the team who made this, I think they deserve a raise in salary.”

Smart. Simple. Intuitive. Human.

ROI Summary

Key candidate metrics

72% More confident	77% More likely to recommend Iceland as employer of choice
Zero Gender and race bias, improved diversity	82% More self-aware

Key business metrics

8000 Hours saved screening in four months	< £0.01 per applicant to deliver 99% positive sentiment	£5 Cost per hire
---	---	----------------------------



PredictiveHire is a frontier interview automation solution that solves three pain points in recruiting – bias, candidate experience, and efficiency.

Customers are typically those that receive an enormous number of applications and are dissatisfied with how much collective time is spent hiring.

Unlike other forms of assessments which feel confrontational or irrelevant PredictiveHire's FirstInterview™ is built on a text-based conversation which is totally familiar because text is central to our everyday lives.

Every candidate gets a chance at an interview by answering five relatable questions.

Every candidate also receives personalised feedback (99% CSAT).

Ai reads candidates' answers for best-fit, translating answers into personality readings, work-based traits and communication skills.

Candidates are scored and ranked in real-time, making screening 90% faster.

PredictiveHire fits seamlessly into your HR tech-stack, and with it, you will get 'off the Richter' efficiency, reduce bias and humanise the application process.



Hire with heart.



 [Follow on LinkedIn >](#)

 [Take for a test-drive >](#)

 [Subscribe to 'Ai in HR' >](#)

PredictiveHire Pty Ltd
ABN: 86164 492 586
Australia, UK, USA, Philippines
W: predictivehire.com
E: info@predictivehire.com
CEO: barbh@predictivehire.com

 **predictivehire**
find better people faster