

HEXAWARE

Improving Candidate Experience on Mobile for an Employment Services Leader

Case study



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

A globally recognized organization in the employment services sector, the client supports millions of job placements annually across multiple continents. With a long-standing legacy in workforce solutions and a broad international footprint, the client sought to evolve its digital hiring ecosystem to stay competitive in a mobile-first world. To better connect with modern job seekers and streamline internal processes, the organization aimed to elevate its digital presence—particularly through mobile recruitment and personalized candidate interactions.



Challenge

Client

| **Challenge**

Solution

Benefits

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To attract top talent in an increasingly digital job market, the client sought a solution that prioritized improving candidate experience across smartphones, tablets, and web platforms. The existing digital infrastructure lacked the agility to meet modern expectations for candidate engagement, real-time communication, and intuitive self-service.

Key challenges included:

- Fragmented digital experiences across global and local markets
- Inconsistent branding and candidate interactions across channels
- Limited capabilities for mobile recruitment and social referrals
- The need for scalable personalization to support localization without compromising a cohesive global brand



Solution

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Hexaware partnered with the client to create a unified strategy focused on enhanced user experience, data-driven efficiency, and long-term candidate relationships. The result: a robust, multi-platform solution that streamlined the end-to-end recruitment journey while empowering local markets with customization options.

Strategic Goals:

- Deliver a seamless and enhanced user experience across web and mobile

- Enable social recruiting and real-time location-based search
- Standardize candidate interactions across 14 top-revenue countries
- Support personalization through localized language and feature sets
- Improve data accuracy and insights for better talent matching and retention

Key Features of the Solution:

Industry Standard Features	Common Features Across Brands	Differentiating Experience
Responsive/adaptive design for desktop and mobile applications	Personalized user experience	Career path tools (including training)
Optimized for search engines	Always-on search functionality	Access to professional staffing communities
	Relevant results showcased to candidates	Location-based information/search for contingent workers
	Simplified application process	
	Application status tracking	

The architecture ensured high flexibility: while global design principles guaranteed brand consistency,

regional teams could tailor the experience to reflect local talent needs and hiring practices.



Benefits

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The transformation led to measurable improvements in how candidates interacted with the brand and accessed opportunities:

- A user-centric interface made it simple to find, apply for, and share jobs, significantly improving candidate experience and conversion rates.
- Candidates received content and notifications tailored to their skills, locations, and career goals—boosting candidate engagement and satisfaction.
- A harmonized global platform ensured consistent branding while supporting localized, mobile-first functionality.
- The solution's scalability and responsiveness helped future-proof the client's recruitment technology stack, aligning it with evolving workforce expectations for mobile recruitment.



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Modern Mobility, Global Impact

By delivering a mobile-first, data-smart solution, Hexaware enabled a leading employment services provider to drive operational efficiency and deepen candidate relationships. The platform not only met the client’s immediate goals for improving candidate experience but also set a new benchmark for enhanced user experience in the recruitment industry.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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