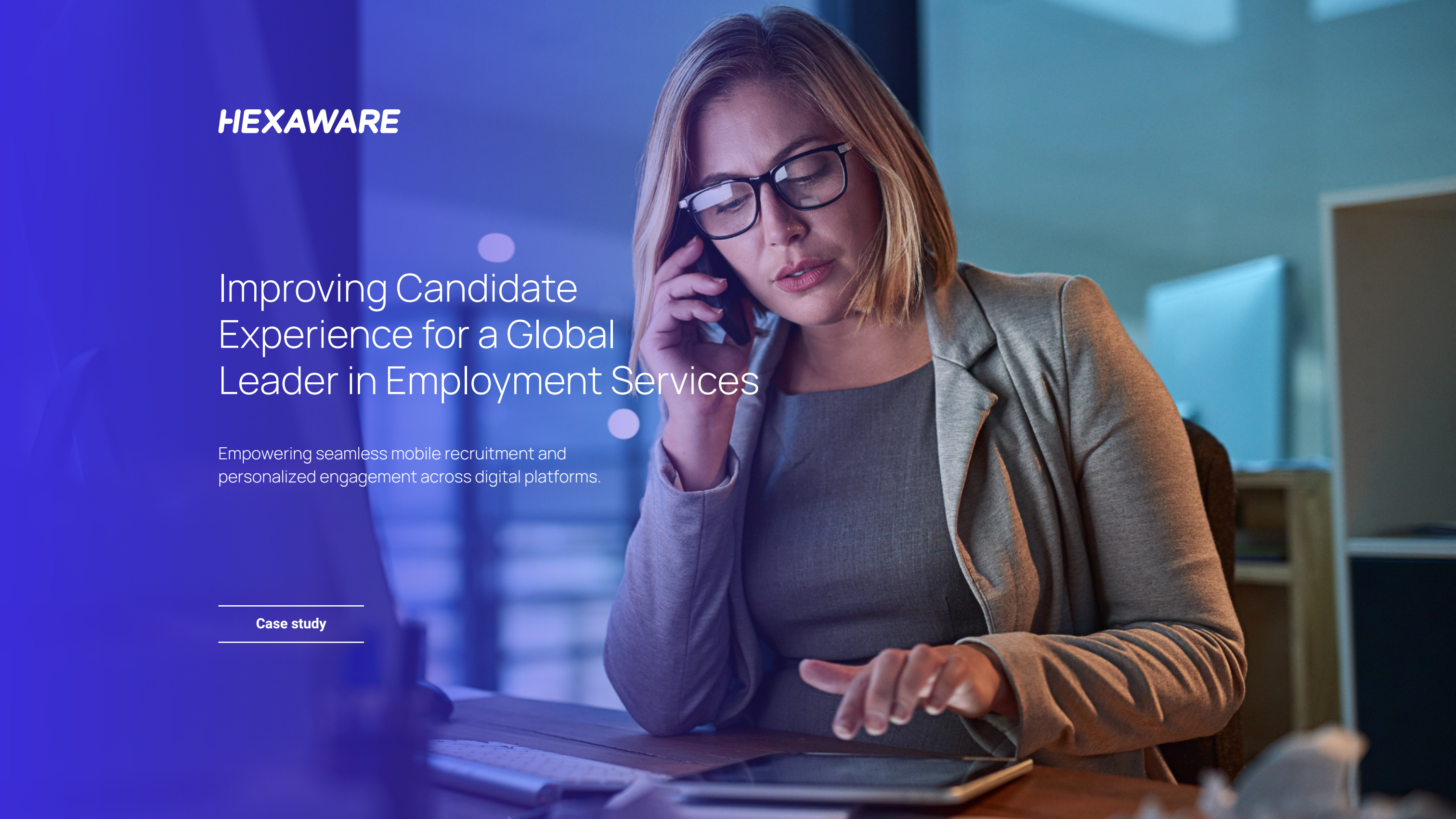




HEXAWARE

Improving Candidate Experience for a Global Leader in Employment Services

Empowering seamless mobile recruitment and personalized engagement across digital platforms.

Case study

Client

- | Client
- Challenge
- Solution
- Benefits
- Summary

Our client, established over 70 years ago, is a global leader in employment services, deploying around 3.5 million candidates annually across 60 countries and generating revenues of USD 12 billion.



Challenge

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Our client faced several key challenges in delivering a consistent, engaging digital experience to candidates. To recruit top talent, they recognized the importance of reaching candidates across multiple digital channels, particularly mobile platforms.

The company wanted a unified global platform that could provide consistent user experience while allowing for localization to attract local talent in different regions. Once engaged, they aimed to efficiently onboard candidates and manage assignments, providing a seamless experience.

Also, they required a design that could support personalized, location-based, and skill-specific information to increase candidate engagement.



Solution

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To reimagine the candidate experience in the recruitment process, Hexaware worked with the client to define the strategy and vision for the solution by identifying the following goals:

Create a differentiated user experience to enable a long-term association with candidates	Improve efficiency and effectiveness of candidate data	Focus on creating a consistent experience across touchpoints
Increase retention by showcasing information relevant to the candidate's skills and industries	Deliver precise 'search and match' through effective profile creation and analysis of available jobs	Leverage candidates' networks to increase awareness (social recruiting enabled via mobile)
	Integrate data elements with local demand fulfillment processes in 14 countries	Create a consistent experience across countries for each employer brand

To realize this vision, we developed native mobile applications on all popular mobile platforms: iOS, Android, and Windows. The apps leveraged the social and location features on devices for improving candidate experience and engagement.

Key features of the solution include:

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 professional staffing communities
	Relevant results showcased to candidates	Location-based information/search for contingent workers
	Simplified application process	
	Application status tracking	

Benefits

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The solution delivered substantial benefits for the client, driving efficiencies and enhancing candidate engagement:

- **Enhanced User Experience:** The user-friendly interface allowed candidates to effortlessly find, apply for, and share job opportunities, leading to higher engagement and satisfaction.
- **Consistent Global Design with Local Adaptation:** The platform maintained a unified brand experience globally while allowing for local customizations, reinforcing brand identity and user familiarity.
- **Improved Candidate Communication:** The platform streamlined communication by delivering relevant information to candidates in real-time, enabling the client to engage talent more effectively and accelerate the mobile recruitment process.
- **Mobile Accessibility Across Platforms:** With support for iOS, Android, and Windows, candidates could access job opportunities and essential information anytime, catering to the preferences of a mobile-first workforce.

“The GUI appeared to be very intuitive and clean, with engaging animations that added a ‘wow’ factor, making the experience more enjoyable for users,” noted the client’s Director of Sourcing.



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Hexaware partnered with a global leader in employment services to develop a mobile solution that enhances candidate engagement and delivers a seamless user experience. By providing a unified, scalable digital platform with local customization, Hexaware enabled the client to streamline recruitment processes, increase candidate retention, and strengthen its brand presence across digital channels.



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 www.hexaware.com.

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