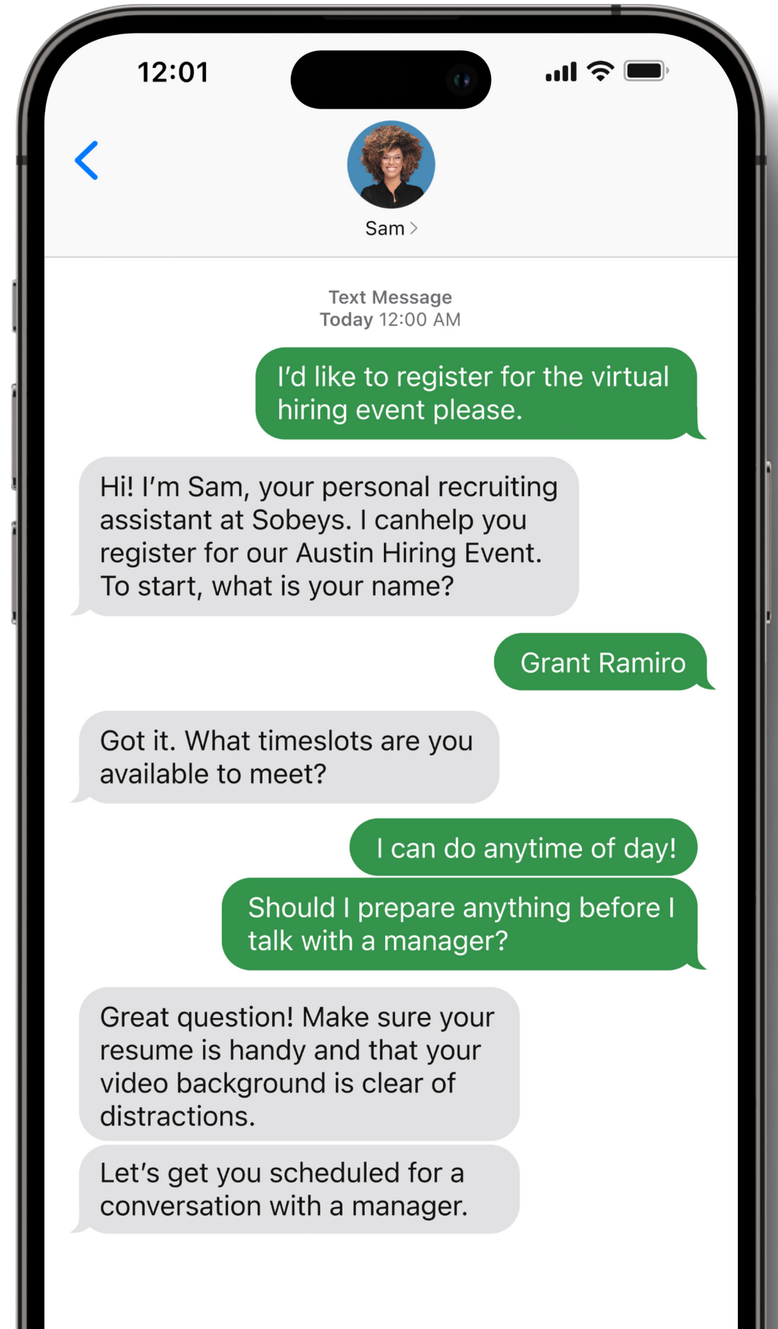
Sobeys

48 hour time to hire with conversational AI.

How the Canadian grocery retailer, Sobeys, is hiring store employees faster — and saving more time — than ever.

SAP SuccessFactors | PARADOX

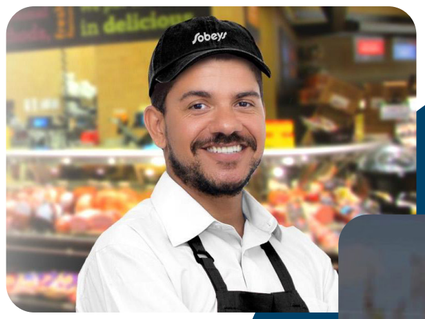


About Sobeys.

Industry: Retail
Employees: 123,000+
Stores: 1,500+

With the sheer volume of stores that Sobeys operates, maintaining a consistent cadence of hiring team members is paramount to their success. With the objective to transform the TA function at the grocery retailer, the team began to evaluate and select hiring technology that would enhance the candidate experience and streamline the hiring. Not only did they need to upgrade how they hired, but they also wanted that technology to integrate with their current tech stack.

"Every [solution] we look at needs to have an integration point with SAP SuccessFactors."






What were their hiring goals?



Engage career site visitors.

Find a way to appeal to the website audience while also freeing up recruiters.



Automate scheduling.

Streamline interview scheduling with SAP SuccessFactors, Paradox, and HiredScore.



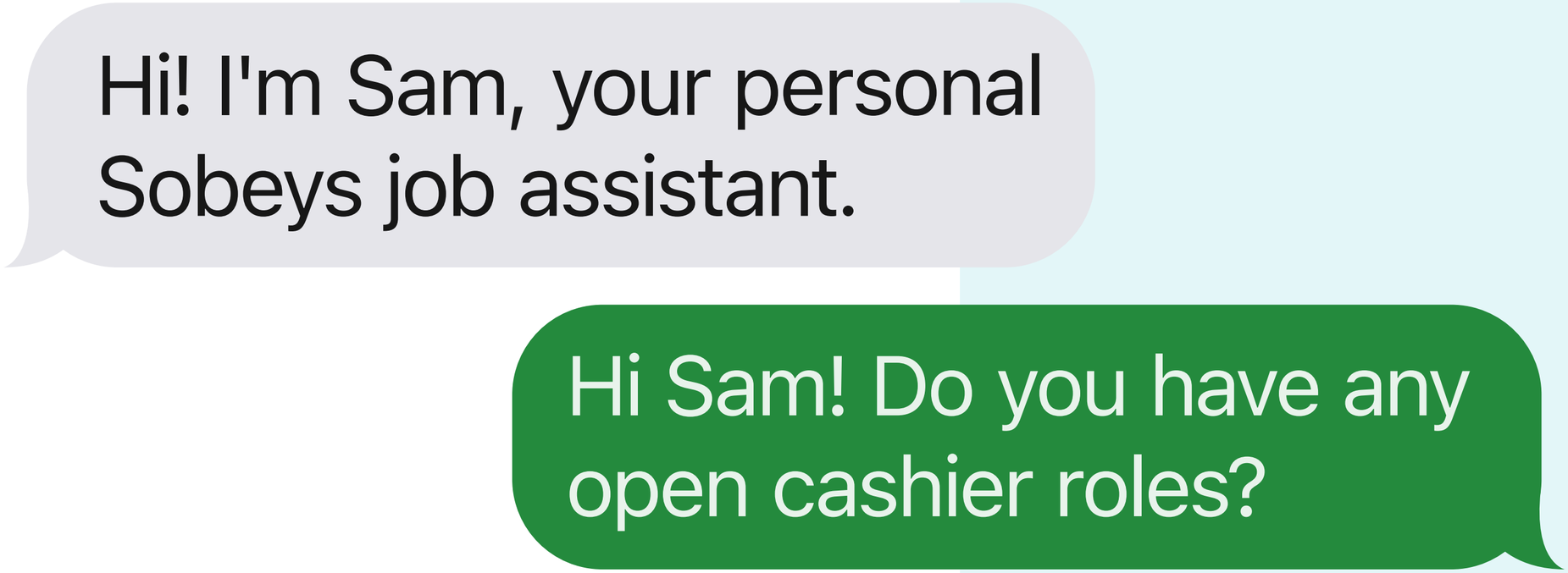
Transform the experience.

Bring the candidate and recruiter experience into the modern age.



A new virtual events platform.

Create a new virtual events environment and scalable, multi-use platform

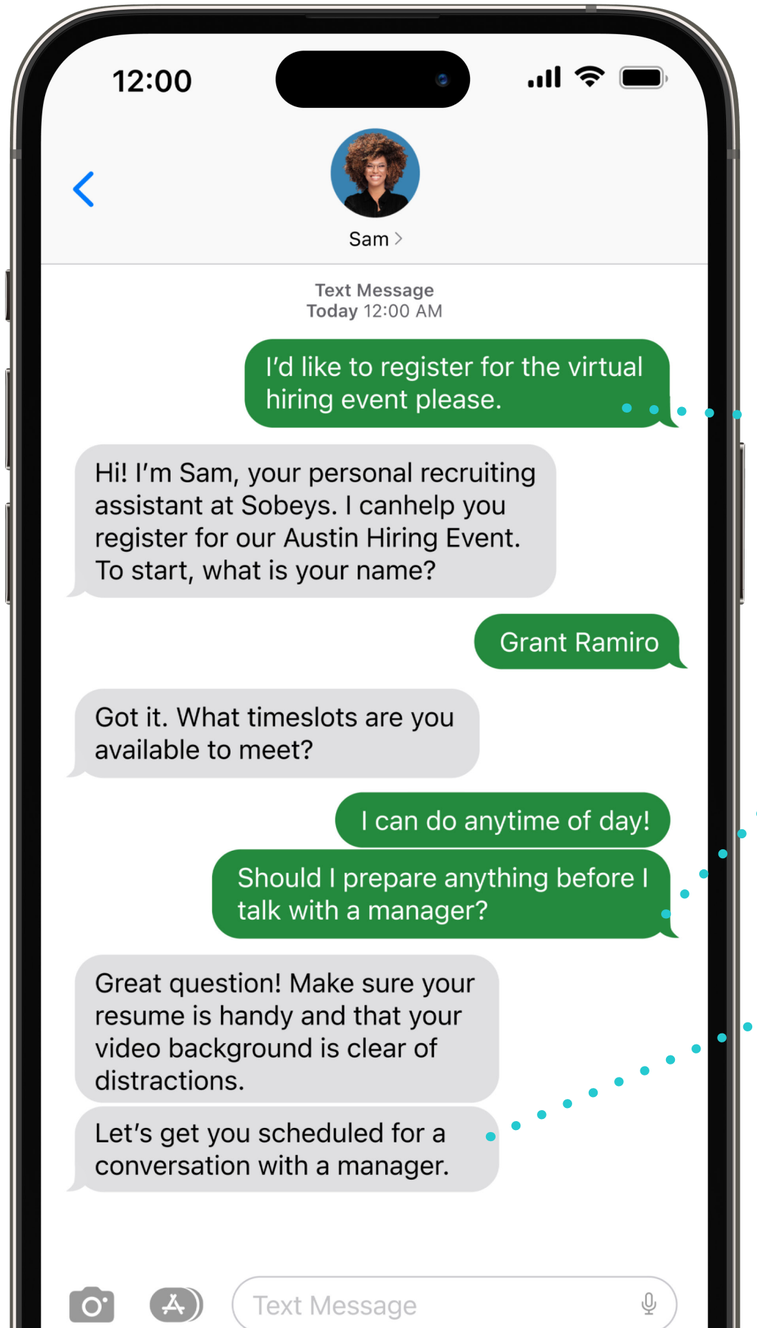


Meet Sam.

Sobeys' solution: A conversational AI assistant named Sam that automates registration, screening, and scheduling via text so anyone can "apply today, start tomorrow."

Virtual event hiring aided by automation.

When candidates want to register for a virtual event, Sam automatically interacts with them, 24/7, to handle the process. She will instantly screen candidates, as well as answer any questions they have. If they're deemed to be qualified, she automatically moves to schedule them for an interview, all without manual intervention.



Instant registration.

Make event registration as easy as a quick text conversation. Sam helps Sobeys applicants apply 24/7.

Candidate Q&A.

Sam is able to answer FAQ's from candidates, regardless of when they ask.

Auto-scheduling.

Sam syncs with managers' calendars to optimize the agenda and assure quality candidates are met with.

v times work?

Thursday is perfect!

meet ou
and I wo
intervie

Hi Maya! Just a re
30 minute intervie

48 hours.

With Sam helping the Sobeys team, average virtual event time to hire has plummeted to 2 days. This is helping to keep all stores staffed, ensuring a quality customer experience.

beysJobs

Thank yo
accepted

a reminder that your
erview is in 1 hour.

Sorry Olivia, but I ne
reschedule today.



> Sam's 24/7 availability to candidates creates the environment of inclusion for them to interact with Sobeys and get the same level of support that someone who's interacting between 9 and 5 have.

Claire Wildman
Lead, Talent Acquisition Process & Technology at Sobeys

Saving more time than ever.



80%

Decrease in interview no-show rate.

By leveraging their conversational AI assistant and virtual events, Sobeys has saved hiring managers hours of administrative work and ensured more candidates show up to their interviews.

We make hiring simple.

Our mission is to give everyone an assistant to get recruiting work done — freeing people up to spend time with people, not software. We've built the world's leading conversational recruiting platform that's simplifying hiring through automation with a human touch.

Learn more

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