



A leading video game entertainment company was being overwhelmed by job applicants. Their existing hiring processes were unable to cope with the tens of thousands of applications they were receiving for each open role. Uiba's Predictive Recruiting solution analyzed every applicant, identified precisely the right people, and significantly reduced hiring cost, time, and risk, while enabling better sourcing.

### Challenges

Video games provide entertainment for millions of people around the world. Creating the infrastructure to host, stream, and play them is difficult, time-sensitive, exacting work that requires tightly knit teams of highly capable people working in a demanding environment.

In than a decade, the company grew from a founder's garage to a trend-setting company employing hundreds of specialists. As their success became known, the number of people wanting a chance to join their dynamic team exploded. Eventually, this influx became so great they were receiving over 40,000 applications per open role. It was impossible for hiring teams to review and rank even a fraction of these and they realized they were in danger of losing the exceptional talent hidden by such huge numbers.

The company faced two specific challenges, one immediate and one near-term:

- 1) Hiring teams were unable to review each application critically long before they reached 1000 applicants. By the time they reached 40,000, it was a game of chance trying to find the right people.
- 2) New roles are always opening and the best place to source talent is previous applicants. Lacking the ability to centralize and search these applications meant this option was unavailable, which resulted in a repeat of the previous challenge.

### Solution

Uiba's Predictive Hiring solution was implemented to overcome these challenges and ensure the right people are hired into the right roles as quickly as possible. This happened as follows:

- 1) Uiba centralized and standardized all applicant data. Every applicant was now searchable and their 'fit' for a given role was intuitively clear using a graph-based visualization.
- 2) Uiba empowered hiring teams to create and modify role requirements dynamically so the team can 'tune' the screening criteria and check the results until precisely the right people are being identified from the applicant pool.
- 3) Uiba ensured every new role could source from the existing applicant pool, when appropriate, as well as any new applicants to guarantee a thorough consideration of all available talent.

### Results

The result: Uiba's Predictive Recruiting solution identified the best people for the role with 100% accuracy in seconds.

Of the 40,000 applicants that applied for the first role:

- Every one was ranked in terms of capability to fulfill the role's requirements - all within seconds.
- The 10 best were immediately identified.
- Invitations to interview were offered to the top 6 and one was hired within a week.

A hiring process that had broken down due to company success was recreated to be more accurate and efficient and could be applied to all roles at any time. Time, cost, and error were all reduced. Success and productivity were increased.

Game on!

For more information or for an in-person demonstration of our services suite, contact us today.