

How Sukhi reduced time spent on candidate shortlisting by 83%



TestGorilla

Introduction

Sukhi is a social enterprise where consumers can purchase handmade rugs from artisans at an affordable price.

By eliminating the cost of warehouse and stores, Sukhi is able to help these artisans sell to people around the world. Nasia Burnet started the company with rugs and carpets from Kathmandu and grew from there. Now, Sukhi has rugs and carpets from Nepal, India, Morocco, and Turkey.



Nasia Burnet
Founder
Sukhi

Challenge

As Sukhi grew, it became necessary to make hires to help share the burden of this growing enterprise. Nasia found plenty of candidates through UpWork and other channels.

In fact, you might say she found too many. When Nasia announced that she was hiring a customer support specialist 1,200 candidates applied! That's the good news. The bad news is that about 75% of the 1,200 were not qualified for the role.

"Not only did I spend a lot of time on candidates who weren't a good fit," Nasia said, "but I also ended up making some mishires."

For example, a candidate for another role said they had skills with Photoshop, but it became clear that they weren't as skilled as they said once they were on the job. This led to wasted time and money on training.



Solution

Nasia needed to find a way to spend less time interviewing candidates who weren't a good fit. She also needed to implement a better process for determining which candidates truly had the skills they claimed.

How she did it

Nasia identified top talent more efficiently and reduced the time she spent on unqualified candidates by setting up assessments in TestGorilla.

Then, instead of contacting candidates by email right off the bat, she began including a link to the TestGorilla assessment in the job posting.

Video questions and public links had a big impact.

Nasia used **video questions** to have candidates go deeper into their qualifications without coordinating schedules and setting aside time for interviews.

Once she knew who she wanted to move forward with, she invited those candidates to interview.

TestGorilla's **public links** for assessments helped Nasia identify candidates who were:

- serious about the role, and
- skilled in the necessary areas

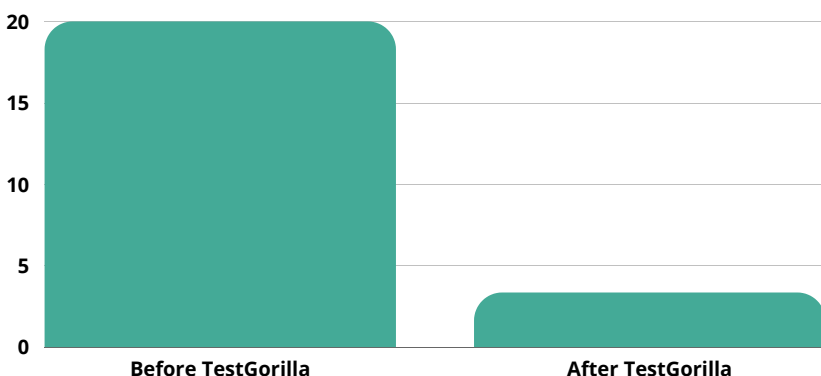
before moving on to the next stage of the hiring process.

Results

Once Nasia began using TestGorilla's online skills tests at the top of the hiring funnel, **she was able to reduce the amount of time she spent shortlisting candidates by 83%.**

Since she knew the people she was inviting to later rounds of the interview process had the skills she needed, Nasia was able to reduce mishires, speed up the hiring process, and spend more time on other aspects of her business.

Time shortlisting candidates (hours)



"I've made fewer mishires because now I know if a candidate has the skills for the job before I even invite them for an interview!" —Nasia Burnet, Founder, Sukhi



Shortlist candidates more efficiently with TestGorilla

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