

# Let's say you have **ten** **candidates.**

How many will make it to an interview?  
Well, that depends on if you're  
providing a traditional recruiting  
experience, or a conversational one.



TRADITIONAL – 30 MIN APPLICATION

# Logging in to apply.



We're looking for a Cashier. Sign in to apply.

**Username**  
Must be at least 8 char long

**Password**  
Must be at least 15 char long

[Create Account](#) Already have an account?  
[Log in.](#)



**60%**

of candidates drop off an application when required to create a login.

SOURCE: GLASSDOOR

TRADITIONAL – 5 MIN APPLICATION

# Chat or text to apply



How can I apply for the open Cashier position?

You can chat with me to apply for the Cashier position! Let's start. What's your first and last name?



**92%**

of candidates complete mobile screening after text to apply.

TRADITIONAL – 25+ MIN ASSESSMENT

# Text-based, desktop assessments.



	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
I am easygoing.	<input type="radio"/>				
I have high standards.	<input type="radio"/>				
I enjoy time alone.	<input type="radio"/>				
I work well with others.	<input type="radio"/>				
I dislike confrontation.	<input type="radio"/>				
I get stressed easily.	<input type="radio"/>				

Continue to Section 5 >>



**50%**

of candidates drop off when they have to complete a long assessment.

SOURCE: TRAITIFY RESEARCH

CONVERSATIONAL – <2 MIN ASSESSMENT

# Visual, mobile-native assessments.

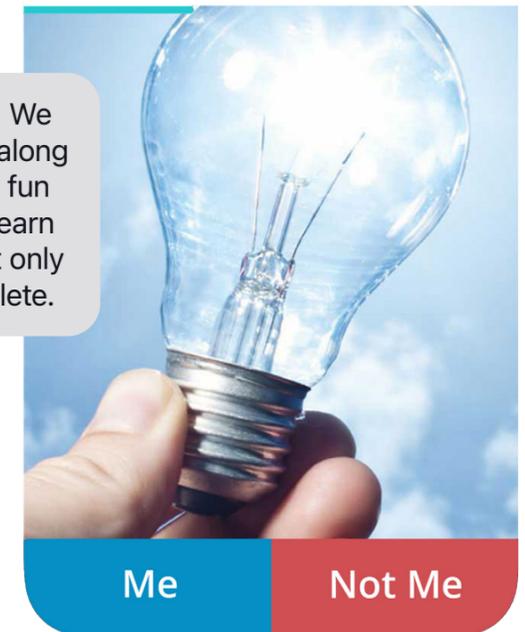


Congratulations Lindsey! We are excited to move you along in our process. We use a fun and fast assessment to learn a little more about you. It only takes 2 minutes to complete.

Please complete the assessment here:  
<http://oli.vi/76Jd4>



Out Of The Box



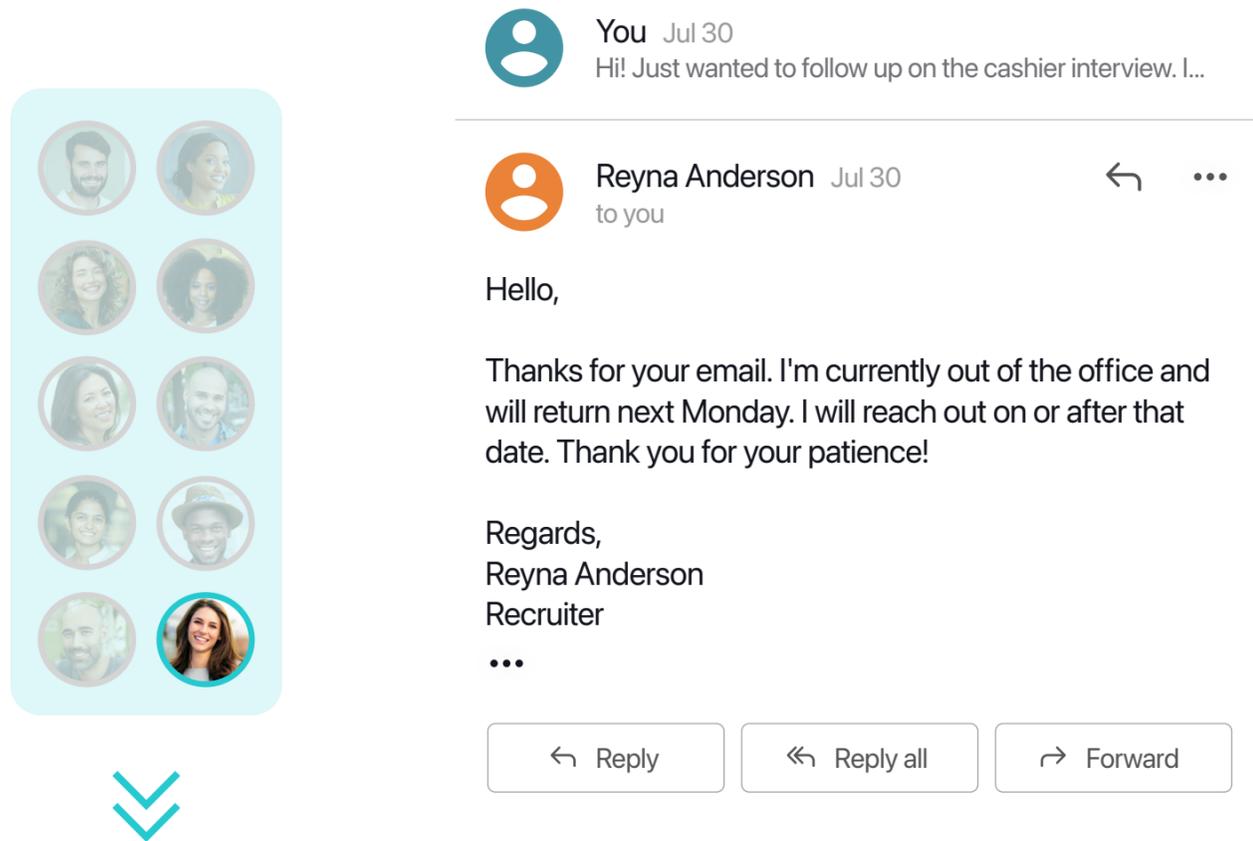
**96%**

of candidates complete visual, mobile-first assessments with Traitify by Paradox.

PARADOX  TRAITIFY

TRADITIONAL – 7+ DAYS TO SCHEDULE

# Manual scheduling.



You Jul 30  
Hi! Just wanted to follow up on the cashier interview. I...

Reyna Anderson Jul 30  
to you

Hello,

Thanks for your email. I'm currently out of the office and will return next Monday. I will reach out on or after that date. Thank you for your patience!

Regards,  
Reyna Anderson  
Recruiter

...

Reply Reply all Forward

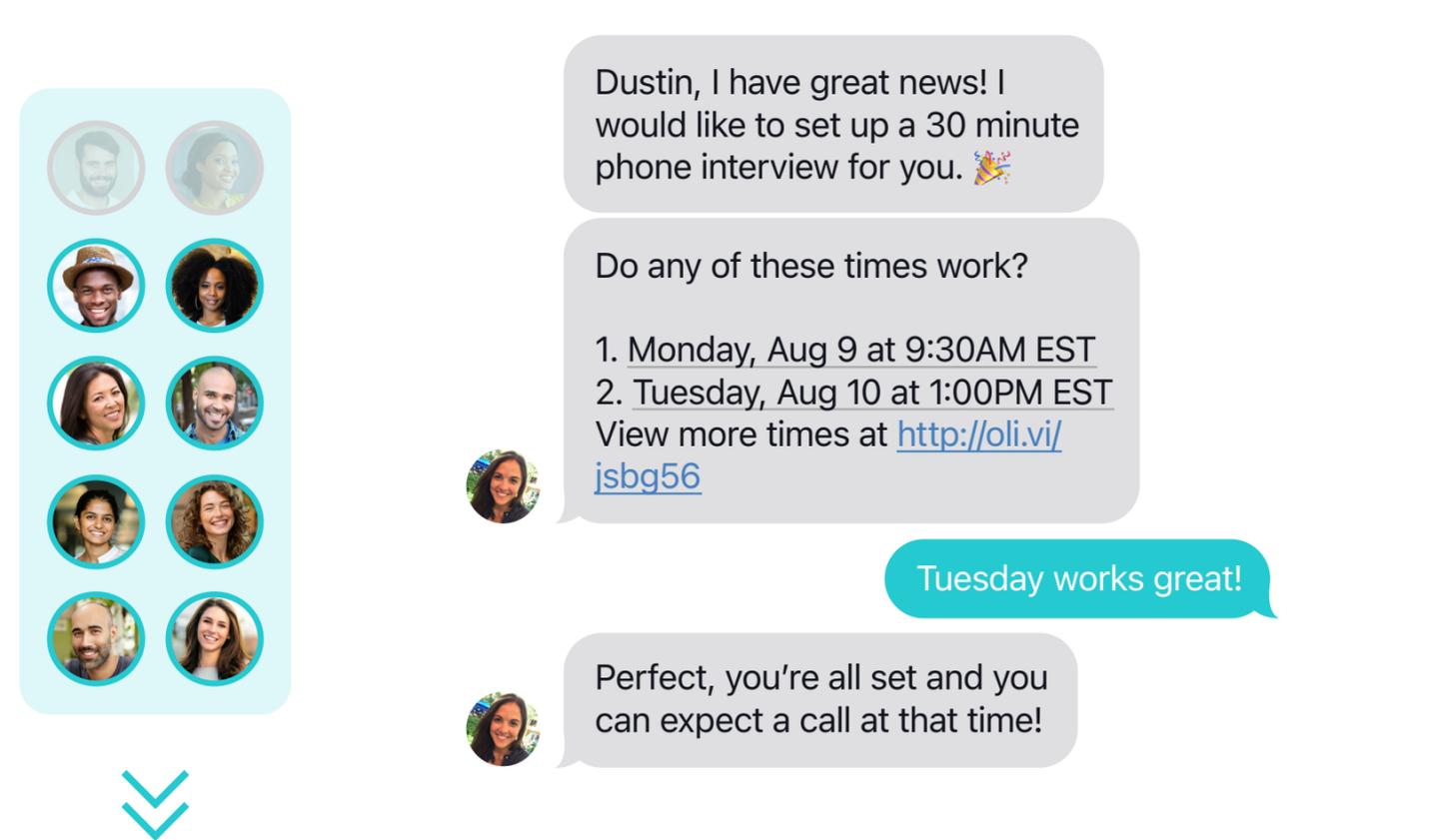
**50%**

more candidates drop off when there are gaps in scheduling.

SOURCE: INDEED

CONVERSATIONAL – 3 MINS TO SCHEDULE

# Automated scheduling.



Dustin, I have great news! I would like to set up a 30 minute phone interview for you. 🎉

Do any of these times work?

1. Monday, Aug 9 at 9:30AM EST  
2. Tuesday, Aug 10 at 1:00PM EST  
View more times at <http://oli.vi/jsbg56>

Tuesday works great!

Perfect, you're all set and you can expect a call at that time!

**91%**

of candidates accept an interview via automated, mobile scheduling.

PARADOX CLIENT

## TRADITIONAL

# No interview reminders.



### Voicemail

+1 (888) 283-4817  
July 14, 2021 at 10:55 AM

0:00

-0:21



#### Transcription

"Hi Jessica, it's Cindy O'Brien again. Just calling to follow up on the cashier position. Your interview was scheduled for this morning at 8:00am and it seems like we missed you. Would you be able to schedule another time? Have a good day."



# 28%

of candidates admit to ghosting an employer in the past year.

SOURCE: FORBES

## CONVERSATIONAL

# Automated reminders.



Hi Kerry. Your 30 minute phone interview with Stella Stevens, our in-store Hiring Manager, is in 1 hour. Good luck!

Thank you! :)



My pleasure :)



# 90%

of candidates show up for interviews when using automated, mobile reminders.



# It's interview day. Who's there?

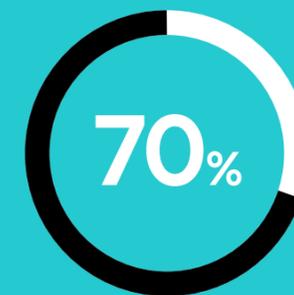
With conversational recruiting, you have 7x more the amount of candidates, which means a potentially more diverse candidate set, higher chance to fill your role, and more screened candidates for similar roles in the business.

## Traditional recruiting



of total candidate pool

## Conversational recruiting



of total candidate pool

PARADOX 