



SPORTLAND CASE STUDY

Sportland, an Estonian retailer focusing on sports goods. Just in Estonia, Sportland has over 10 stores, so demand for in-store customer service positions is cloud-breaking.



OBJECTIVES

The main argument for taking on VideoCV was the impeccable amount of time we could save. Screening CVs was very time-consuming and did not provide a clear understanding of who the person actually is. There was no guarantee that the candidate will even arrive to the interview.

A customer service representative needs to be an excellent communicator and have a professional appearance. Something that is hard to see by looking at the CV.

PREVIOUS RECRUITMENT PROCESS

- Posting the job advertisement
- Gathering CV's
- Screening and shortlisting candidates
- Interview round
- Final decision

CHALLENGES

- Screening CVs was time-consuming
- CVs did not provide a clear understanding of who the person actually is.

HOW DID VIDEOCV IMPROVE THE PROCESS?

Video recruitment saves time for both recruiter and managers. VideoCV platform is extremely easy to use and does not require long onboarding.

- A considerable amount of time saved
- Video provides a great overview of the candidate and eases the selection process
- Shows candidate's motivation

Taking the Narva store manager position as an example, then our trip to Narva would've included 21 interviews. After the VideoCV round, we conducted only 2 interviews, which saved us approximately a week worth of time and expenses.

RESULTS

Applied: **45**

Invited to VideoCV: **21**

Completed VideoCV: **21**

Interviews: **2**

Time saved: approx. **1 week**

'Videocv is an excellent way to on-board new members to your team. It will save your time and helps you organize the candidates. Thanks to the short video format, it will take you right to the point with the process

EVELY HEINPALU

Human Resource Manager

