



# VARSITY COLLEGE CASE STUDY

Varsity College leads in the provision of these exciting learning initiatives of The IIE.

The Independent Institute of Education is South Africa's largest registered and accredited private provider of higher education.



## PREVIOUS RECRUITMENT PROCESS

- Posting job advertisement
- Gathering CV's and Cover letters
- Booking a video interview with each candidate
- Based on the video interview conducting a second assessment round
- Making the final decision

## CHALLENGES

- Too much time spent on each video interview
- Bad structure with organizing video interview
- Low interview success rate

“Instead of spending 2 weeks on interviews as usual the winning candidate was selected after just three days”

**DELAINE NAICHER**  
Varsity College HR officer

## OBJECTIVES

Varsity College set focus on cultural fit and personality of the candidate. They spent too much time on low quality interviews due to that the hiring process usually took a lot of effort and time to find the right candidate. With VideoCV they wanted to improve the interview success rate and cut down the interview amount they made thus far.

## HOW DID VIDEOCV IMPROVE THE PROCESS?

VideoCV gave Varsity College an improved video screening platform. Everything is organised from one central functional hub. Easy to set up, straightforward to organise, and simple to manage.

Thanks to the VideoCV Varsity college dramatically reduced the number of interviews and interview time. Candidate videos gave hiring team a chance to widen the scope and assess the candidate, as well as their achievements as per the resume.

## RESULTS

**Applied: 187**  
**Invited to VideoCV: 35**  
**Completed VideoCV: 28**  
**Interviews: 4**  
**Time saved: approx. 31 hours**  
**Money saved: approx. 821€**