



CASE STUDY • 01

Cut recruitment time in half

How a national energy company turned a 150-day hiring cycle into a 70-day one and made it stick.

BEFORE



AFTER



days from advertisement to offer acceptance

SWIPE →



THE SITUATION

A process under strain

- Hiring took anywhere from 3 weeks to nearly 7 months, wildly inconsistent.
- Most candidates received no response, regardless of outcome.
- 3 in 4 interviews ran without a standard foundational set of questions.
- External recruiters were filling gaps the internal process couldn't close.

20 → 200 days

range from job advertisement to offer acceptance

1%

of applicants reached interview stage

75%

of interviews ran inconsistently



THE RESULT

~50%

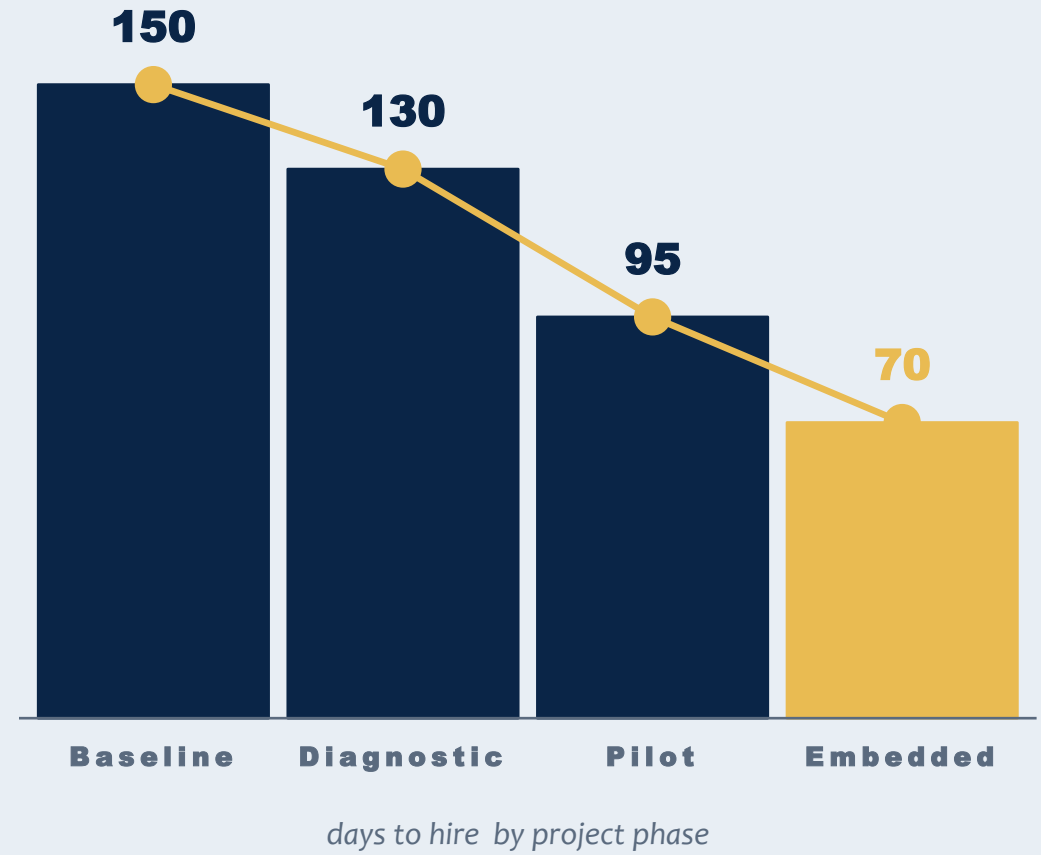
reduction in average
time-to-hire

BEFORE

~150 days

AFTER

~70 days





THE APPROACH

Three of the changes that mattered most

01

Standard work, end to end

A single interview checklist with clear panel roles, agreed & **measured** timing milestones-targets, and clearly articulated expectations for each step from advertisement to offer.

02

Closer alignment with hiring functions

Recruitment moved upstream working with each business function **before** roles were advertised, so requirements, panel composition, and timelines were agreed at the start, not negotiated mid-process.

03

Automated candidate communication

Automation of process whenever possible, ensuring every candidate received an acknowledgement and an outcome – no manual follow-ups, **no candidates left without a reply.**



WHAT IT TAUGHT

Good processes don't happen

They're built – together

Recruitment is a long-running operation. Over years, business needs evolve, teams change, priorities shift and the process quietly drifts out of shape.

*The work was bringing the team back together to look at the existing process honestly, identify what still served, and redesign the rest **with both customers in mind**: the business that needs the right hire, and every candidate who deserves an efficient experience and a thoughtful reply, regardless of outcome.*

IF THIS RESONATED

- A complex process drifting out of shape?
Let's talk.
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