



EESTI ENERGIA CASE STUDY

Eesti Energia is an international public limited energy company operating mainly in the Baltic and Nordic. Eesti Energia is one of the largest employers in Estonia with over 5000 employees.



OBJECTIVES

Eesti Energia set a clear goal to part ways with the traditional recruitment process “job advertisement – interview – technical competency – decision”. Today, recruiting is based also on sales, marketing, and candidate experience. The company decided to turn to innovative digital solutions.

In addition, the company tries to be closer to the younger generation of job-seekers by making the recruitment process more exciting.

Previous recruitment process

- Posting job advertisement
- Gathering CV's and Cover letters
- Inviting candidates to the interview
- Based on the interview conducting a second assessment round
- Making the final decision

Challenges

- Impersonal recruitment process
- Getting candidate attraction from younger generation
- Low interview success rate

HOW DID VIDEOCV IMPROVE THE PROCESS?

The most fascinating aspect was the quality of the candidates.

Thanks to the VideoCV solution the recruiter and the manager possess quality information about a candidate already before the candidate arrives for the interview. It saves a ton of time because in this case, both sides are already more or less acquainted and the interview can be conducted focusing more on expectations and opportunities. VideoCV provided a great candidate experience, receiving tons of positive feedback.

RESULTS

Applied: **59**

Interviews: **6**

Invited to VideoCV: **37**

Time saved: approx. **27 hours**

Completed VideoCV: **22**

Money saved: approx. **432 €**

“Video recruitment is growing rapidly. We live in a world, where new generations are entering the labor market, who are not used to the traditional application process. It is a fact. We need to constantly think about who are our target groups. How do they behave? What do they prefer? Video recruitment solutions work perfectly with younger applicants. It is the future!”

NATALJA HOROHORDINA

Head of Talent Acquisition and Employment

