

CASE STUDY

Dynata Achieves 85% Pre-recorded Video Interview Completion Rate and Major Productivity Gains with Workday Integration



Company Size
5,001-10,000



Industry
Market Research



Overview

Dynata is a leading provider of first-party data, helping businesses make data-driven decisions about their products, services, and marketing strategies. With a global reach and a strong commitment to data quality, Dynata serves over 6,000 clients across market research, media, advertising, consulting, and corporate sectors. Their extensive network of survey respondents ensures reliable, human-sourced insights for businesses worldwide.

The Challenge: Too Many Candidates, Too Little Time

In the heart of Shelton, Connecticut, Dynata's recruiting team faced a dilemma all too familiar to many high-growth enterprises. How to hire fast, fairly, and at a scale without burning out the team. They needed to scale hiring quickly during peak seasons, but their recruiting team was struggling to keep up.

Every hiring season brought an influx of applications, especially for entry-level and operational roles. In particular, the team was spending a lot of time sourcing talent and coordinating schedules for hundreds of candidates in highly competitive, niche roles. After setting up live interviews, many candidates wouldn't show up, further delaying the process. Additionally, the team lacked the recruiter capacity needed to meet hiring deadlines. This led to a continuous cycle of scheduling and rescheduling, ultimately increasing their time-to-hire.

Their biggest challenges:

- **Interview Coordination:** Recruiters had to coordinate interviews with applicants, leading to delays.
- **High No-Show Rates:** After extensive scheduling efforts, many candidates didn't attend live interviews.
- **Limited Recruiting Manpower:** The hiring team lacked enough recruiters to interview all candidates within tight deadlines.

With hiring demand surging, it became clear to the Dynata team that they needed a smarter, more efficient way to evaluate candidates, without overloading the team.

Goals

To overcome these challenges Dynata needed a smarter way to screen and shortlist candidates without exhausting their team's resources. With these challenges as a top priority, Dynata wanted a solution to help them achieve the following:

- **Faster Hiring Workflow:** Reduce recruiter workload and screening time with video interviews.
- **Seamless Workday Integration:** Automate candidate tracking and eliminate manual data transfers.
- **Enhanced Candidate Experience:** Provide a more flexible and engaging way for candidates to showcase their skills.
- **Data-Driven Hiring Decisions:** Improve candidate evaluation with structured video interviews and AI evaluation.

The Solution: Jobma's Pre-Recorded Interviews

Jobma helped Dynata achieve all the goals they set. They saw a significant improvement in their hiring workflow, reduced scheduling conflict, improved candidate engagement, reduced recruiter workload, and helped them save time.



Eliminated Scheduling Hassles with Asynchronous Interviews

Jobma enabled Dynata to screen hundreds of candidates without the back-and-forth of scheduling live interviews. Candidates could complete their video responses at their convenience, allowing recruiters to assess talent faster and make decisions more efficiently.





Ensured Fair and Objective Screening with AI Proctoring and Scoring

To maintain a fair evaluation process, Dynata leveraged Jobma's AI proctoring and automated scoring features. These tools helped recruiters assess candidates objectively, reducing unconscious bias and ensuring a level playing field for all applicants.



Dedicated Support for Successful Implementation and Beyond

Jobma's support team played a key role in helping Dynata adopt the platform seamlessly. From hands-on onboarding to continuous assistance, they provided expert guidance at every step. Their responsiveness ensured recruiters could fully leverage Jobma's capabilities, minimizing disruptions and maximizing efficiency.



Integrating Jobma with Workday: Everything in One Place

Dynata didn't want a tool that lived in a silo, a seamless hiring experience was a top priority, and Jobma's integration with Workday ATS made it possible. By connecting Jobma's pre-recorded interviews directly to Workday, Dynata eliminated inefficiencies and improved hiring team collaboration.

- **Automated Tracking of Hiring Progress within Workday:** Recruiters could monitor candidate status in real-time without switching between platforms, ensuring a smoother workflow.
- **Candidate Responses Sync Without Manual Data Entry:** Jobma's integration removed the need for tedious data transfers, reducing errors and saving valuable recruiter time.
- **Improved Recruiter Efficiency with a Unified System:** With Jobma and Workday working together, recruiters could assess candidates, review feedback, and make hiring decisions, all within a single platform.

This integration helped Dynata create a more structured, data-driven hiring process, reducing administrative workload and allowing recruiters to focus on evaluating top talent.

**Smoothly
integrated for
accelerated
hiring!**

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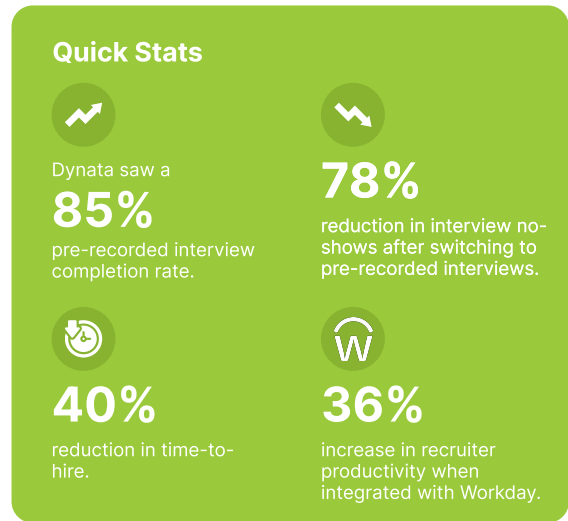
With Jobma, interviewing is more seamless, and with its ATS integration, candidate tracking has become easier

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Dynata

End Results

Since adopting Jobma, Dynata has seen a significant improvement in its hiring efficiency:

- **Reduced Recruiter Workload:** With automated screening, recruiters spend less time on scheduling and manual tasks.
- **Faster Time-To-Hire:** With improved functionalities for test tasks and self-recorded interviews, applicants had a more structured and smoother interview.
- **Improved Interview Completion Rate:** They saw an 85% interview completion rate with Jobma, as the candidates can complete interviews at their convenience, leading to a stronger talent pipeline.
- **ATS Integration Made Tracking and Hiring Decisions Easier:** Jobma's seamless integration with Workday ATS provided better candidate tracking and a more data-driven hiring approach.



By eliminating time-consuming interview coordination and integrating with Workday ATS, Dynata freed up their recruiting team to focus on selecting top talent, ensuring they met hiring goals without delays.