



PULSIFI 2021 Case Study

Asynchronous Video Interviews & Video Profiles From Astronaut Drive Holistic Innovation

OVERVIEW

Finding and hiring the right people for your organization ensures that they grow with you, contributing to your overall success as a business. In the past hiring was largely based on a candidate's resume and recruiter's gut feel, without a good understanding of their competencies, interest and behaviour. Pulsifi has set out to help organizations elevate their talent acquisition and management by enabling them to truly understand their people across hard skills and soft traits, leveraging predictive analytics and AI.

They unify multiple sources of data such as resumes, psychometric assessments, video interviews, employee records, etc, to accurately predict (with over 90% accuracy) job performance, culture fit and work outcomes, and make personalized recommendations. Pulsifi has since worked with many large multinational companies across the APAC region to help them select best-fit candidates better and faster.



+30,000 applicants are screened monthly using video integrated with Pulsifi's system



Improved efficiency in candidate selection was up by 70%

As Pulsifi plans to expand their suite of tools to include video assessments, they partnered with Astronaut to securely integrate this feature into Pulsifi's platform.

Video is an essential component in human to human assessment. It is a multi-billion dollar industry widely used on a daily basis, so understanding a candidate's ability to communicate and lead is integral. Video allows the user to recognize potential through demeanor, presence, gravitas, and his/her language ability. Astronaut's robust and secure Asynchronous Video API technology enabled them to take their holistic edge to the next level. Requirements were satisfied by ISO 27001 certification, and integration was complete in a matter of days. Scalability was also ensured, easily handling the more than 30,000 applicants screened per month per client, meeting client's expectations!

This new asynchronous video feature on Pulsifi's platform allows Pulsifi's clients to get a better understanding of a candidate's verbal and language competency. This helps them optimize their recruitment processes and make a more informed hiring decision.

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