

INDUSTRY

Individual and
Family Services

COMPANY SIZE

1000-5000

OBJECTIVE

Improve
efficiency

SOLUTION

Video
Interviewing

RESULTS

Faster time-to-
hire, efficiency,
and candidate
experience

COMPANY

Rocky Bay

[Rocky Bay](#) is a leading disability services provider in Australia, offering support, therapy, and employment services to individuals with disabilities to enhance their independence and quality of life.

Rocky Bay Saves Time and Money with Video Interviewing

The Challenge

[Rocky Bay](#), one of Australia's largest disability service providers, was looking for a way to improve the efficiency of its hiring process while continuing to provide exceptional service for nearly 3,000 customers.

Prior to implementing Criteria, Rocky Bay relied on in-person assessment centers to find and hire candidates. This process was highly inefficient – each session lasted about four hours and required 20 managers and the entire HR team to attend a large, in-person event that would typically result in just one hire. The cost of attending a single session was about \$7,000, and the team had to attend these events every two weeks to fill their pipeline of employees, especially for the support worker roles, which make up about 70% of Rocky Bay's total hiring.

According to Suze Woods, the Manager of Human Resources at Rocky Bay, "it was the most unproductive and inefficient process you possibly could have had."

The company's goal was to reduce the inefficiencies in the hiring process and identify the most promising candidates in their applicant pool faster and more effectively.

The Solution

Recognizing the inefficiencies, Rocky Bay set out to reengineer their hiring process. The team mapped out a new candidate journey, focusing on improving the experience while eliminating redundancies. One of the key components of this new process was to incorporate Criteria's Video Interviewing solution into the process.



[Video Interviewing](#) is a tool within the Criteria platform that enables organizations to meet candidates at scale with one-way, pre-recorded video interviews. Every candidate gets asked the same questions and can record their responses anywhere, any time, on any device at their convenience.

This streamlined approach allowed Rocky Bay to eliminate assessment centers entirely and leverage Criteria's tools to make faster, data-driven hiring decisions.

Here's a snapshot of the new hiring process:

- 1 Applications
- 2 Upload documentation / compliance screenings
- 3 Recruiter reviews applications and maps them to success profiles
- 4 Candidate gets invited to partake in a Video Interview
- 5 Video interview gets reviewed by recruiter
- 6 Video interview gets reviewed by hiring manager
- 7 Live interview with hiring manager
- 8 Offer

The Results

The transformation in Rocky Bay's hiring process led to significant improvements. These include:

Faster Time-to-hire

Before Rocky Bay incorporated Criteria into the hiring process, it took 8-12 weeks to make a hire. Now it takes under 4 weeks. In other words, it took 2-3x longer to make one hire with the old process compared to the new process.

Each video interview now takes just 3-5 minutes to review, and the video interview process eliminates the need to schedule meetings or play phone tag with candidates.

"Criteria has actually helped us to pretty much remodel and reshape our process," Woods adds.

"Once we introduced Criteria, the efficiencies were just astronomical."



Time and Money Saved

By using Video Interviewing, Rocky Bay was able to completely eliminate the need to attend assessment centers, which were costing the company about \$7,000 per event. Because the team had to attend these events every two weeks, the cost of this program reached about \$180,000 each year.

Along with additional improvements to sourcing and streamlining the process, Woods was able to save Rocky Bay hundreds of thousands of dollars and give the hiring teams valuable time back in their days.

Easy to Use

One of the hardest parts of introducing a new process is getting recruiters and hiring managers on board. But for Rocky Bay, the transition was seamless. According to Woods, "the team felt it was really easy. The leaders who were screening said 'yep, this is great.'" With the ease of implementation and adoption, the majority of new hires across Rocky Bay now go through Criteria's Video Interviewing before getting hired.

By leveraging Criteria's Video Interviewing solution, Rocky Bay not only optimized its hiring process but also enhanced the candidate experience, ensuring a steady pipeline of skilled support workers to meet growing demand.