



An average recruiter takes 45 minutes to screen, schedule and do a phone interview. Mya took charge of doing the entire process in 4-5 minutes. We saved 45 working days on a six months period for our UK recruiting team.

- Nilesh Bhoite, Chief Digital Officer, Global HR

CUSTOMER

L'ORÉAL

BUSINESS AT A GLANCE

Industry: Retail
Employees: 86,000
Countries: 150
Revenue: £ 26.9 Bn in 2018

MYA AT L'ORÉAL

Jobs: Beauty Advisor and Internship Programs
Countries: US, UK, and France
Languages: English and French
Project Duration: 12 months

BUSINESS CHALLENGE

As the world's leading beauty company, L'Oréal receives about 1 million applicants a year, for roughly 15,000 new positions. In addition to the sheer volume of applications, many of those applicants are also customers. In the UK alone, L'Oréal determined that 17% of their applicants were also customers, who accounted for over £ 2 million in sales.

As recruiters struggled with the **high applicant volumes**, tedious workflows and lack of candidate diversity, candidates were left **without ever receiving a reply** from the company and **lack of visibility** into the hiring process. Executives wanted to create a candidate experience that matched the experience their consumers enjoy, and looked to Mya to fill that gap.

MYA IN ACTION

Since implementing Mya, L'Oréal enjoys **improved candidate satisfaction and increased diversity** of hires, and allows recruiters to focus their time on strategic company initiatives. Mya automates the initial process, scrutinizing candidates and segregating them into different job categories, freeing up recruiters to improve the overall candidate experience.

Improvements such as a **reduction in candidate application processing time** by 20 minutes in the UK, results in 92% of candidates completing conversations with Mya and 97% candidate satisfaction. For one internship program, where 12,000 people applied for about 80 positions, L'Oréal recruiters saved 200 hours of time while hiring the most diverse group to date.

REALIZED IMPACT



20,000 applicants engaged

Instantly screened for the relevant role, eliminating gaps in communication



92% screen completion rate

Completed conversations with applicants, information passed directly into ATS



30% increase in diversity

Objective screening process for qualified candidates from varying backgrounds



45 min → 4 min

Time recruiters spent screening individual CVs reduced



97% candidate satisfaction

Candidates thrilled with their interactions