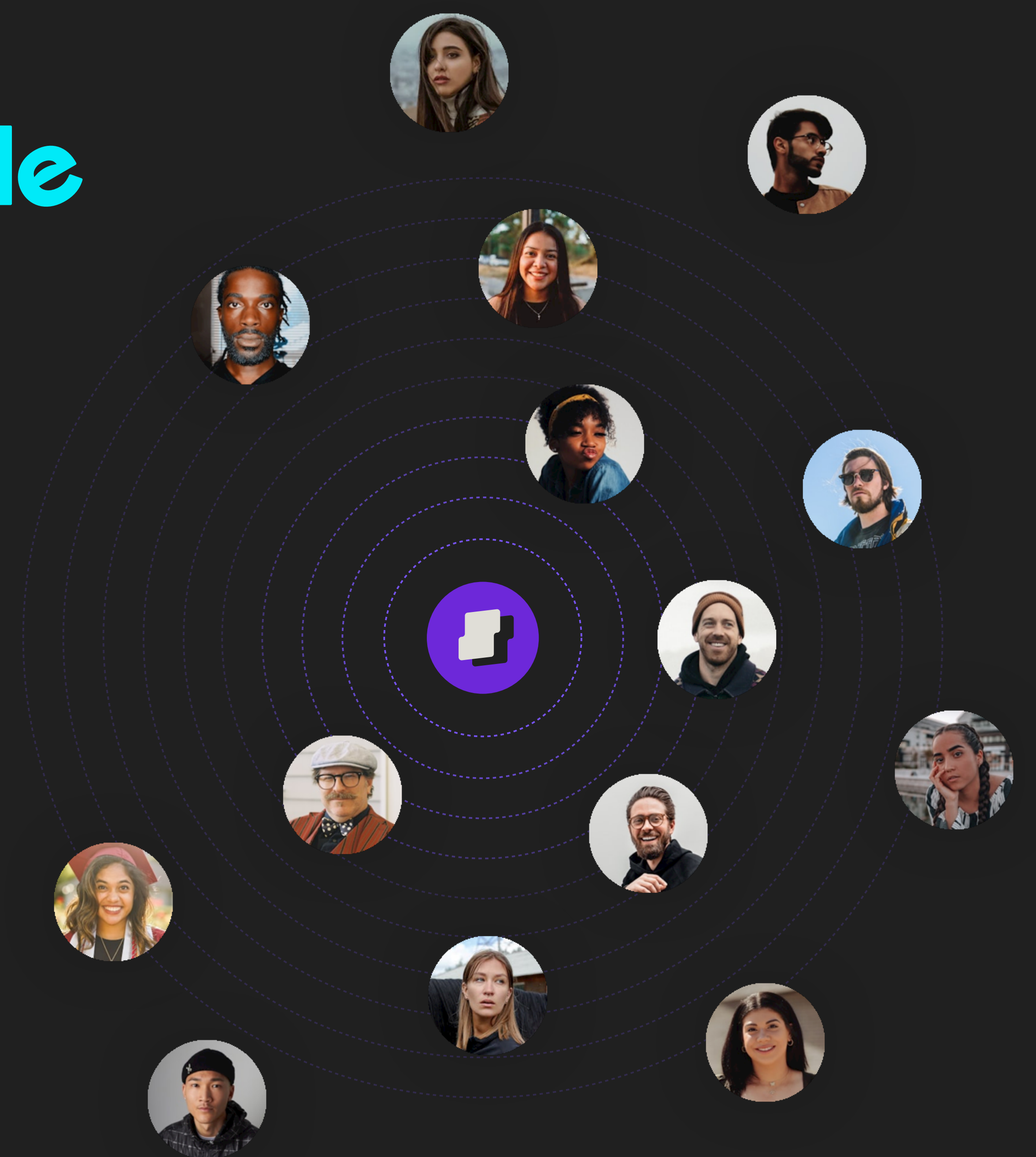


Skill
Society

x

petcircle

In-Depth
Case Study



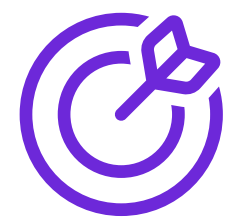
Overview

About Pet Circle



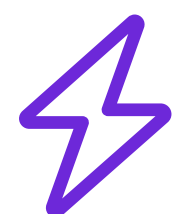
Current Workflow

PetCircle currently utilises business partners to recruit for blue collar roles where there time could be spent on more strategic initiatives rather than recruitment.



Key Challenge

High applicant volume caused delays in hiring, impacting business timelines.



Solution

Skill Society provided AI-driven interviews that helped streamline screening and save significant time.

Industry

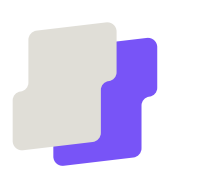
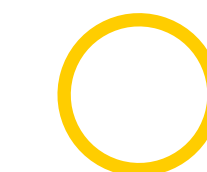
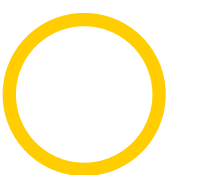
Technology / Logistics / B2C / Pet Food

Hiring Focus

Blue Collar Workers (Delivery Drivers / Forklift Drivers)

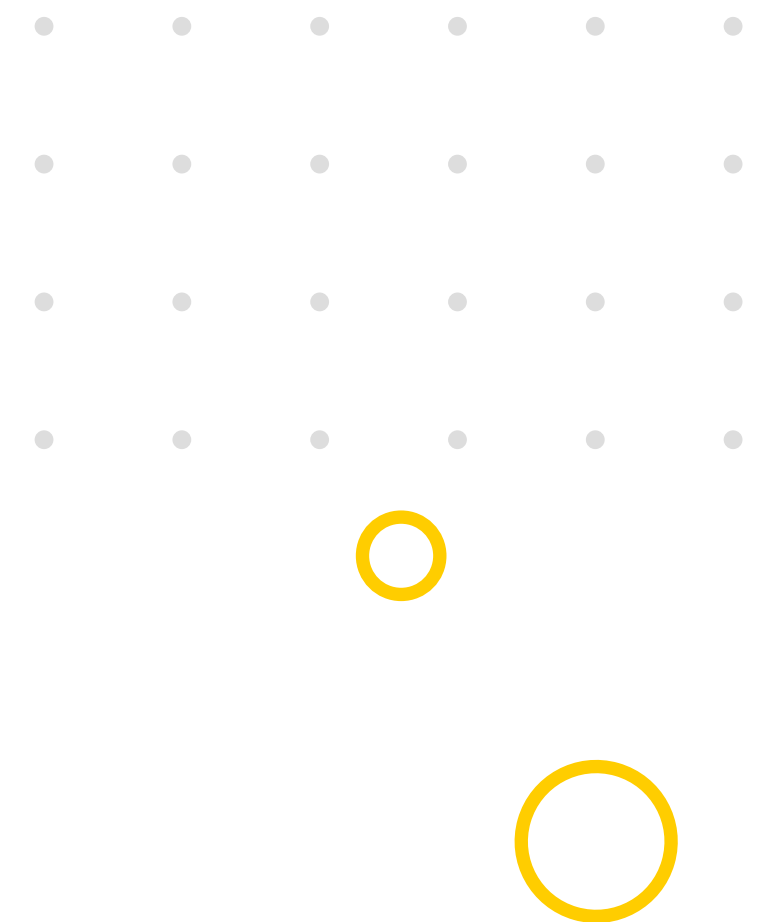
Volume

10,000 Applicants per annum (blue collar workers only)



Problem

The Hiring Challenges



High Volume, Low Efficiency

Too many applicants, but **manual screening is slow**. Recruiters waste time screening candidates.



Time-Consuming

Recruiters on average **spend 23 hours per hire** just screening resumes, delaying the hiring process.



Need for Speed

Slow hiring causes delays and inefficiencies. Logistics roles need quick, scalable solutions.



The Solution

Smarter Screening, Better Hires



Automated AI On-Demand Screening 24/7

Save hours of screening time with an AI that automatically screens candidates based on skills, behaviours, and fit.



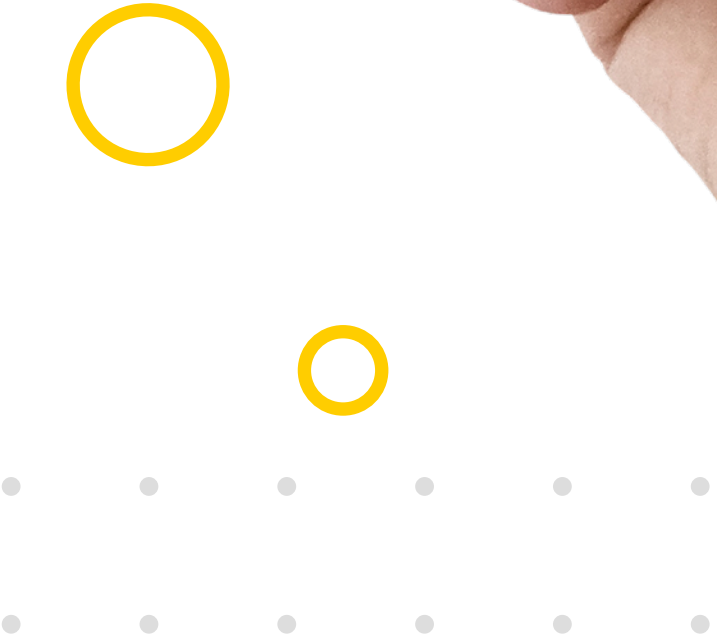
Unbiased Customisable Assessments

Fair, independent assessments that promote diversity, and align with DEI goals for a more inclusive process.



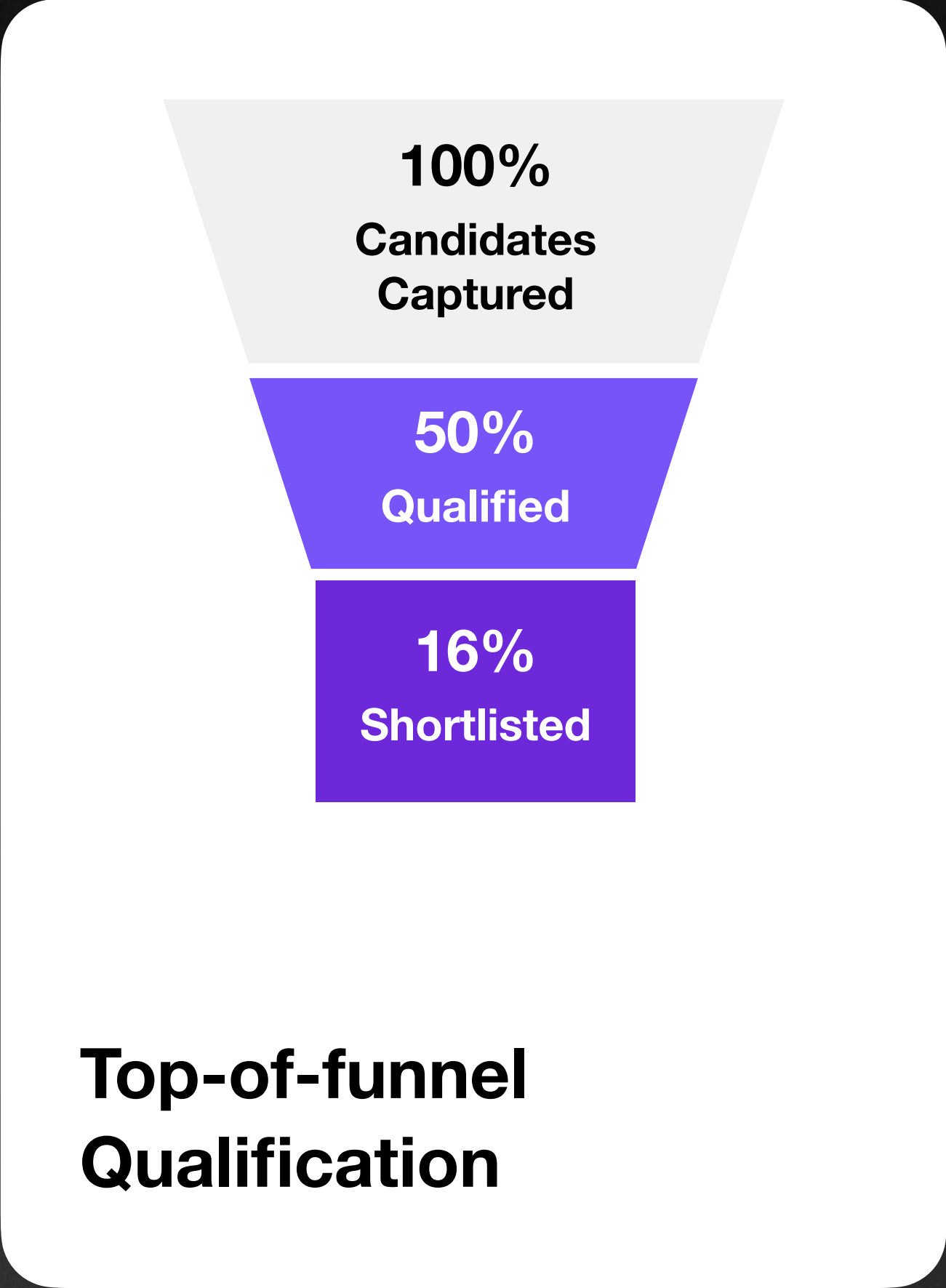
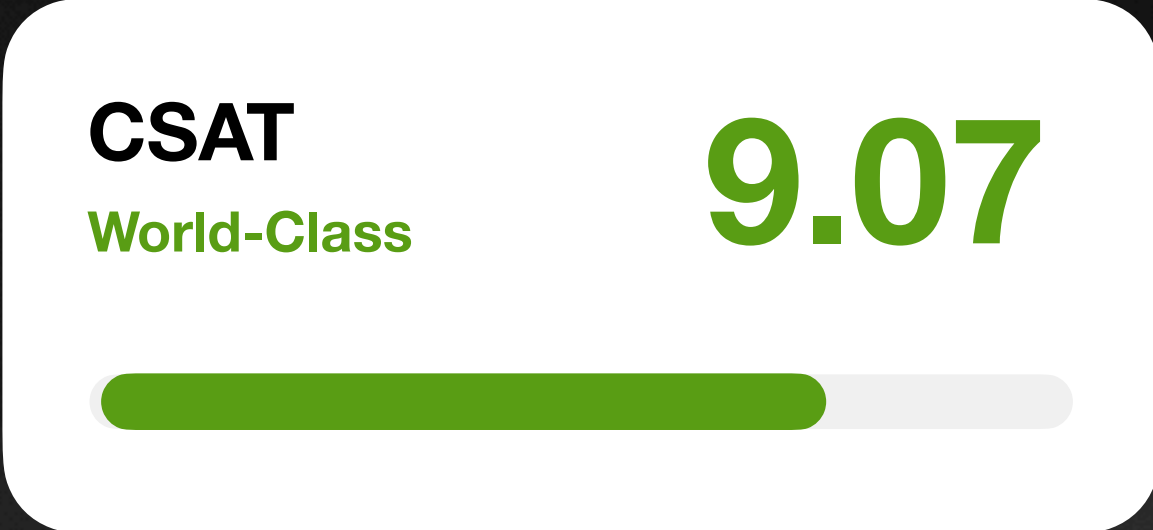
Data Driven Reports

Get clear, actionable insights with easy-to-read reports.



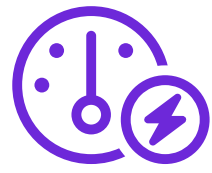
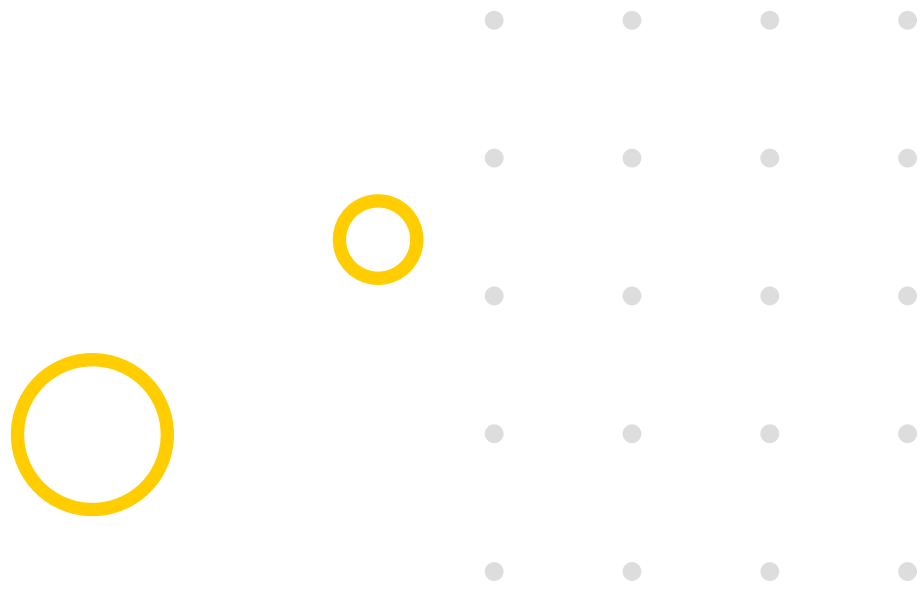
The Bottom Line Data

CSAT, NPS, and Funnel Insights



NPS In-Detail

Tracking Candidate Sentiment



Candidate Ratings

74% of candidates were categorised as promoters while 14% of candidates were categorised as passive.

“Talking to Alex, the AI, was such a unique experience. It felt seamless and surprisingly engaging.”

“I really enjoyed the interview process with Alex. It was smooth and professional, and I’m genuinely curious about how it was built, it’s such a cool tool.”

“This was my first time interacting with an AI interviewer, and I have to say, it was really exciting. Alex guided the conversation naturally, and it felt surprisingly human.”



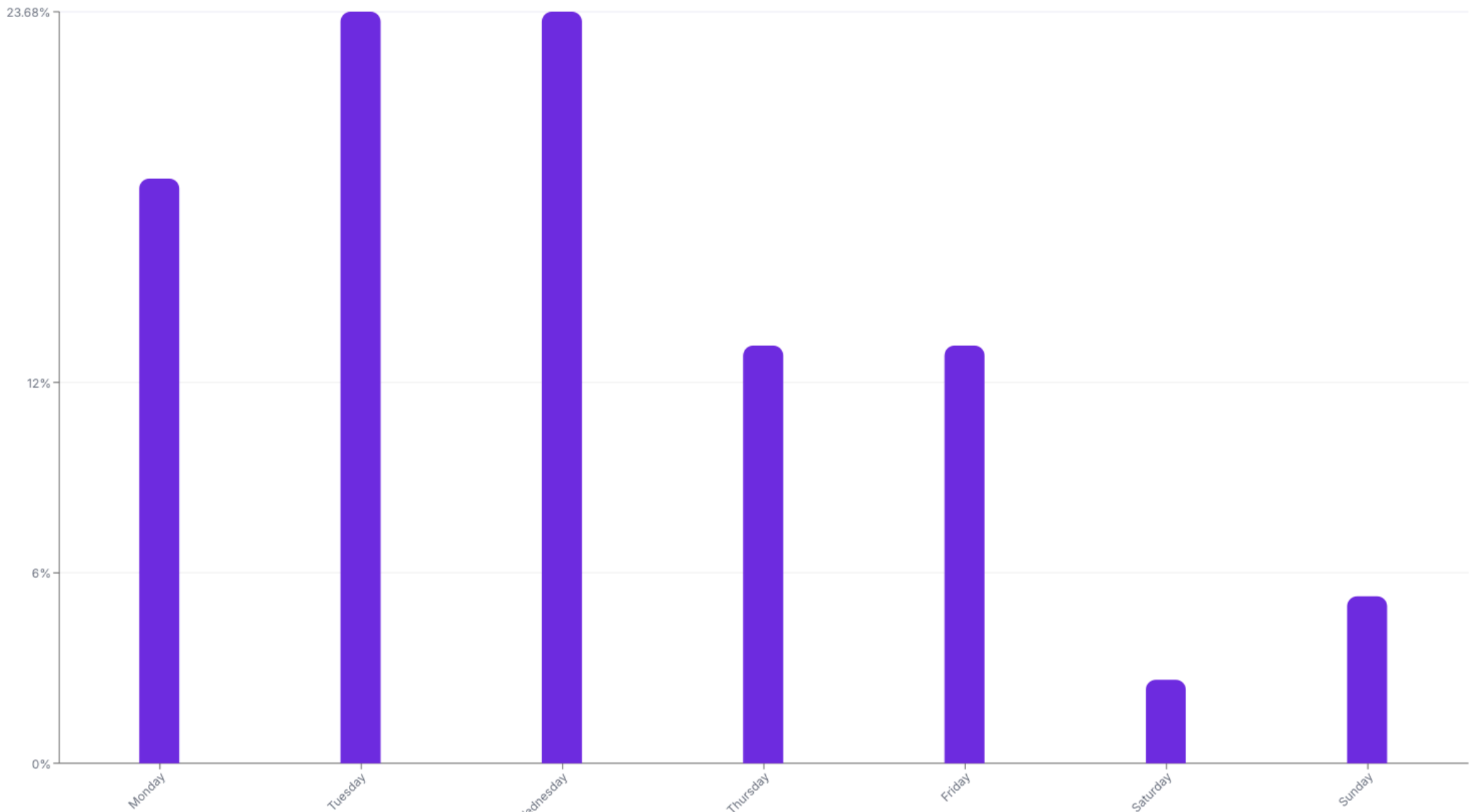
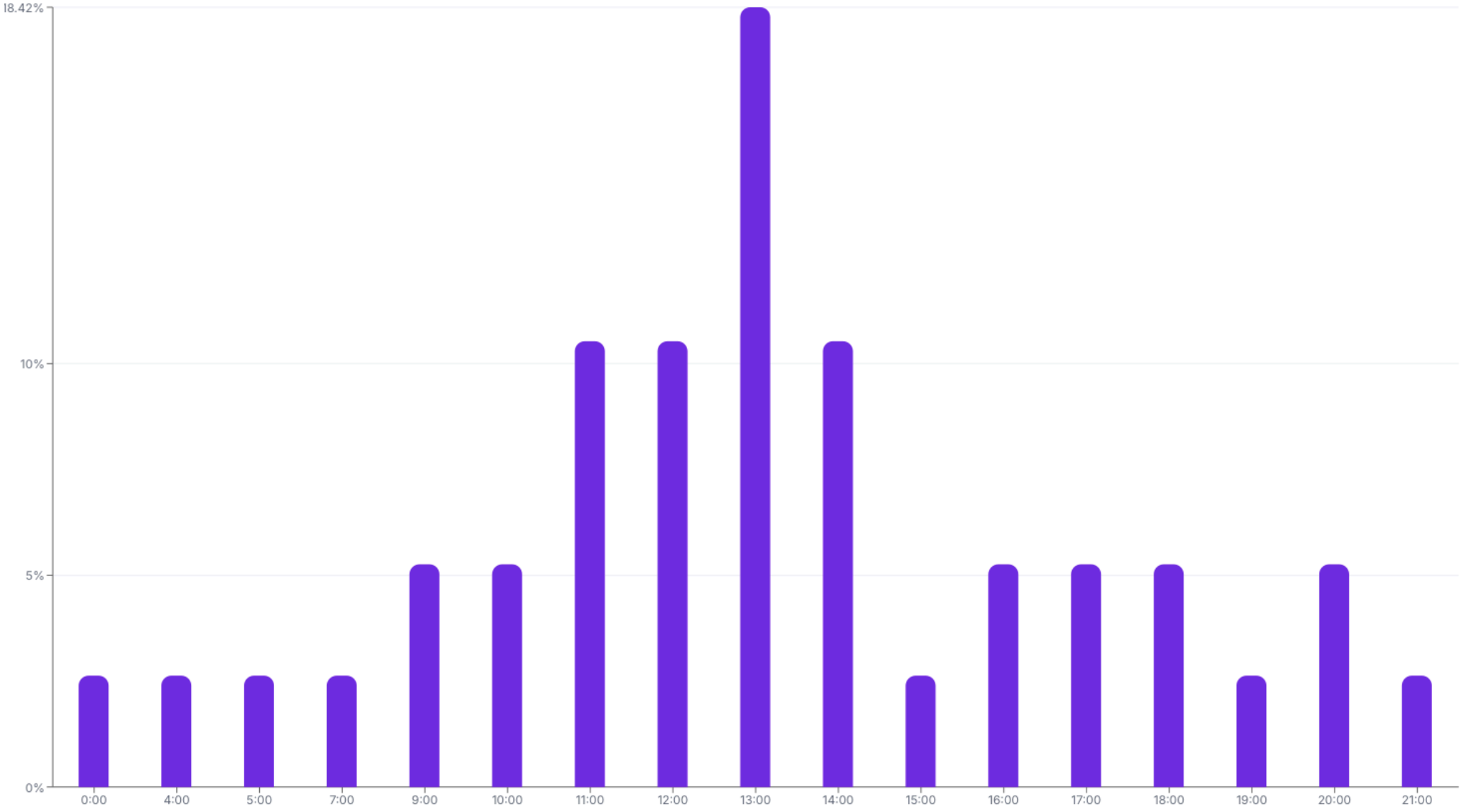
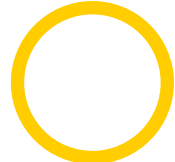
Candidate Sentiment

How candidates perceived the experience automating the screening interviews to save time and effort on both sides.



Attendance Metrics

Tracking Usage 24/7



Daily Metrics

38.6% of candidates are interviewing outside of working hours, while 61.4% choose working hours.



Weekly Metrics

94.74% of candidates are interviewing on a weekday and 5.26% are choosing to interview at the weekend.



Real ROI, Real Results

Snapshot: Skill Society in Action at **petcircle**



Results at a Glance for PetCircle

Before Skill Society, Pet Circle team was overwhelmed by high volumes of qualified candidates, and limited capacity while they are scaling their logistical infrastructure across Australia.

	Before	With Skill Society
Time Saved (per role)	-	38+ hrs
Interviewing 24/7 (outside of office hours)	-	✓
Net Promoter Score (NPS)	-	62 / Great
Customer Satisfaction (CSAT)	-	84%
Talent Pooling	Limited	Comprehensive

Time Saved per role	-	38+ hrs
ROI	-	387%



38+ Hours Saved Per Hire

Automated screening eliminated manual resume reviews and scheduling bottlenecks.



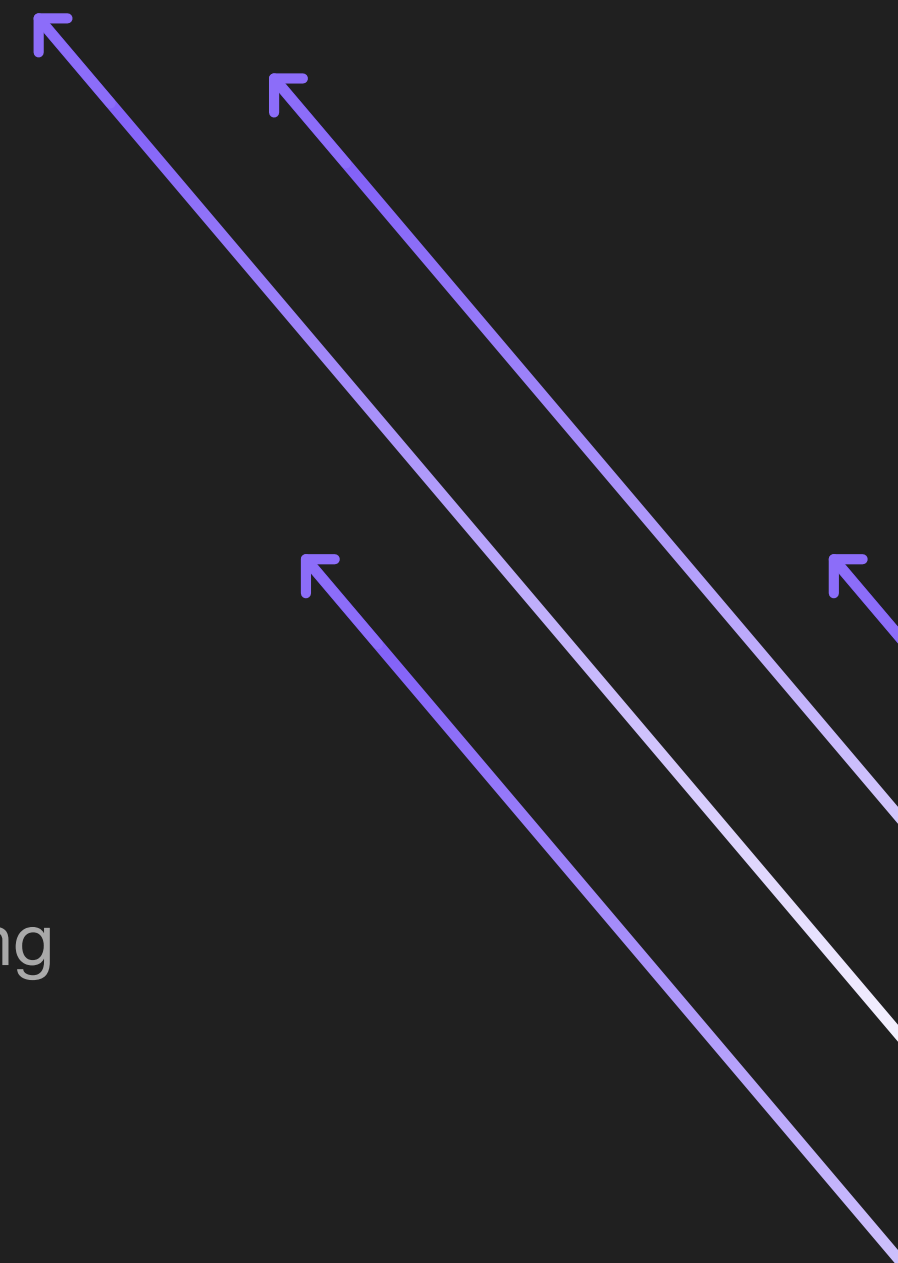
152 hrs Saved in ongoing Operational Costs

Reduced recruiter hours and faster decision-making delivered measurable cost savings.



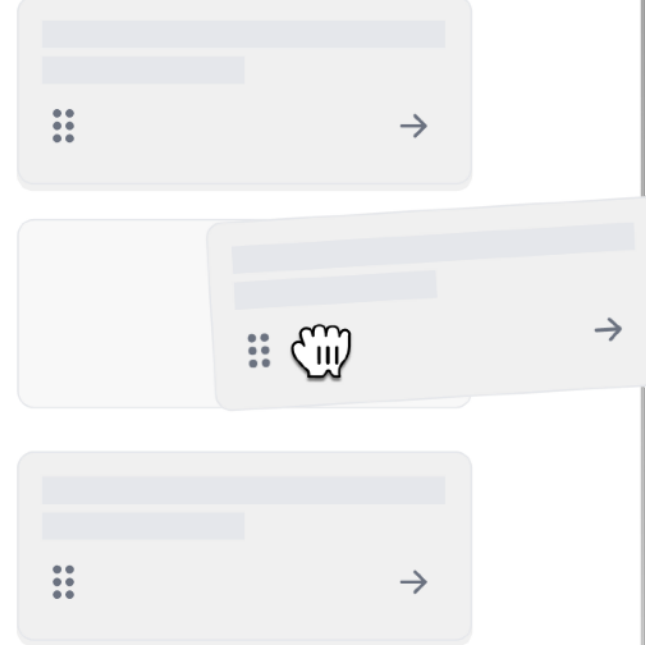
Time to Qualify & Interview 7+ days to 20 minutes

Candidates were pre-qualified and interviewed instantly, improving engagement and speed.



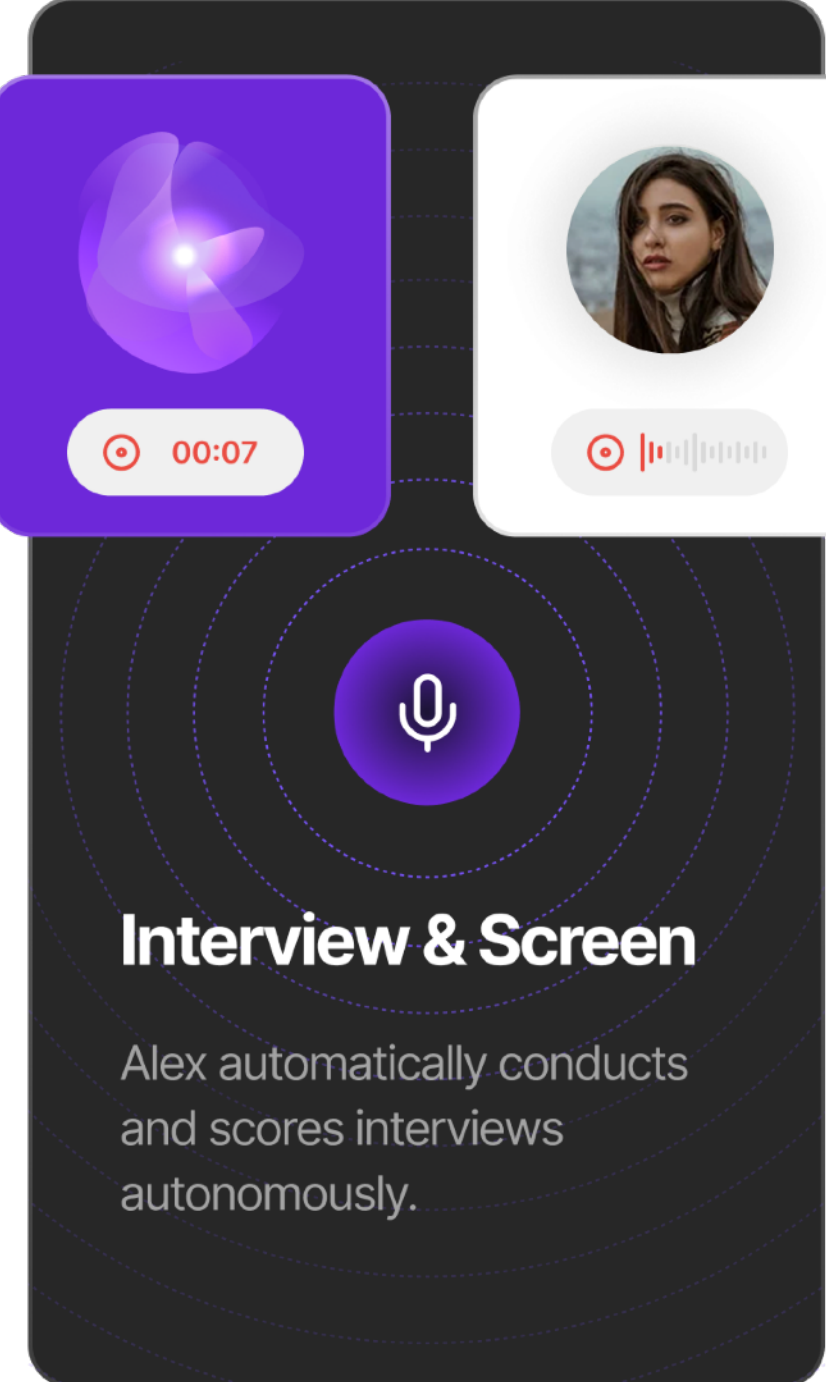
Our Solution

Interview Intelligence Product Suite



Shortlist & Ranking

Automated candidate ranking based on role-fit, skills, and behaviour.



Interview & Screen

Alex automatically conducts and scores interviews autonomously.

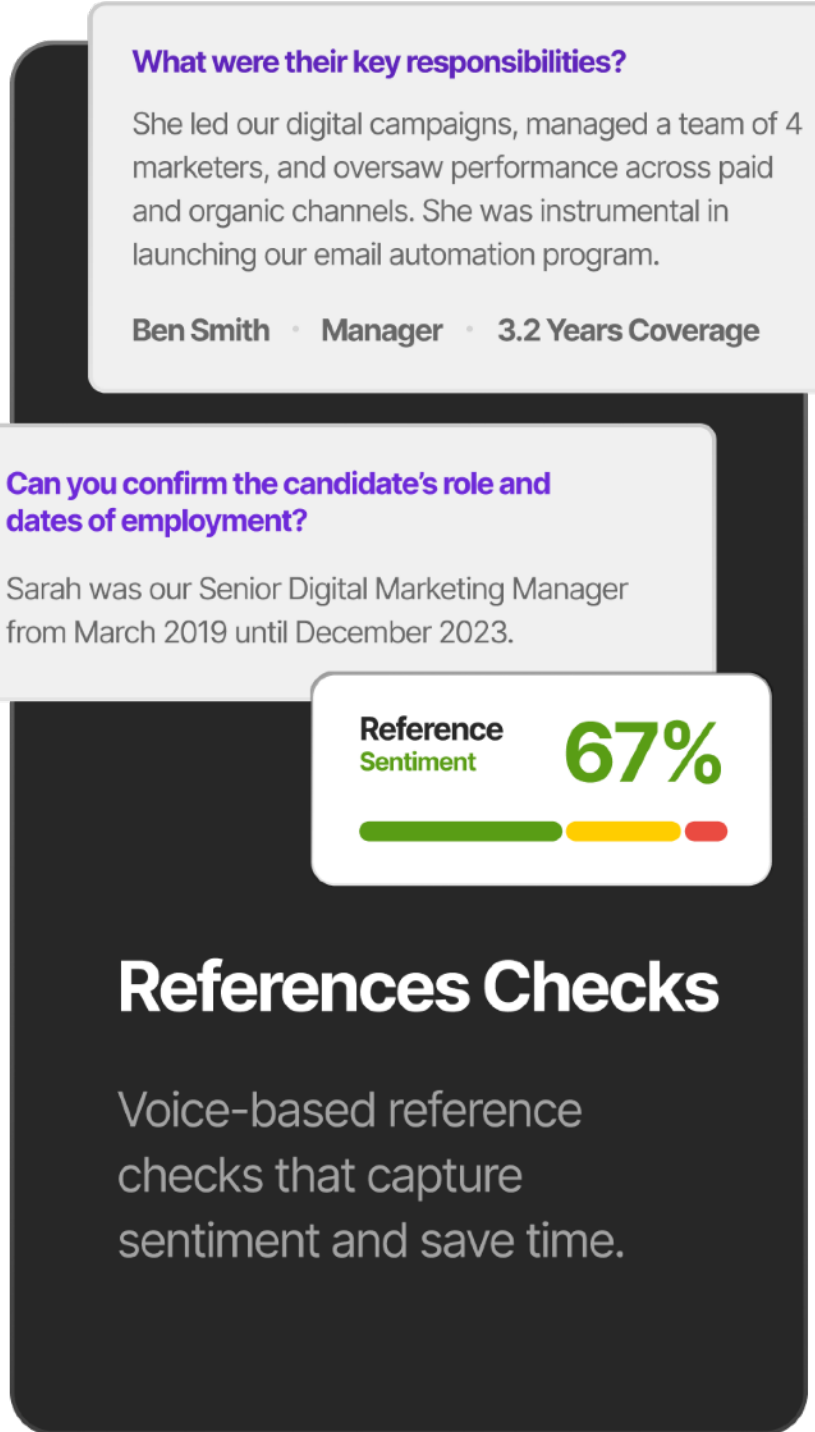


Interview Co-Pilot

Automatic post-interview breakdown capturing key moments and takeaways.

Interview Sentiment 87%

- Structured Thinking
- Topical Knowledge
- Communication Skills



References Checks

Voice-based reference checks that capture sentiment and save time.

What were their key responsibilities?

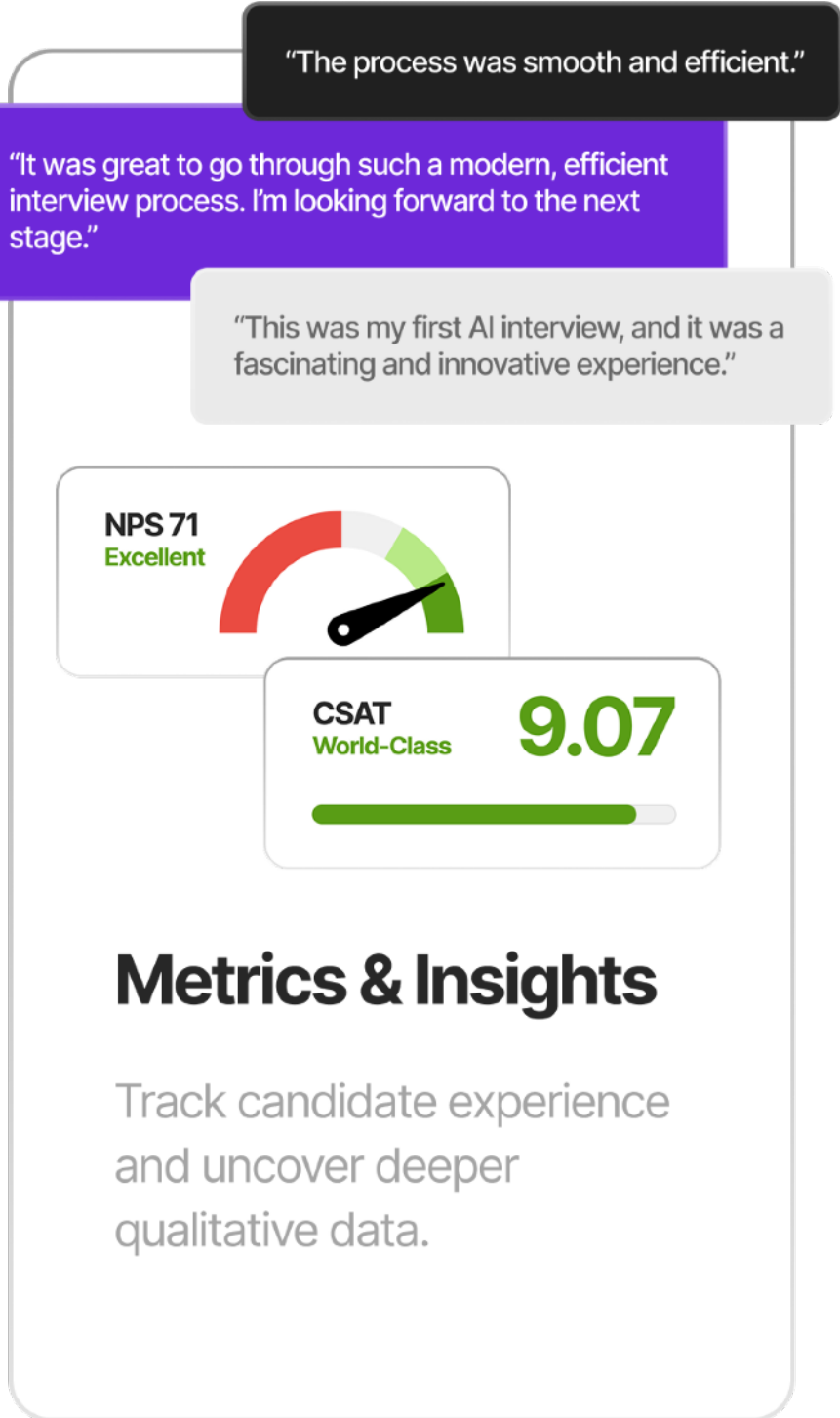
She led our digital campaigns, managed a team of 4 marketers, and oversaw performance across paid and organic channels. She was instrumental in launching our email automation program.

Ben Smith · Manager · 3.2 Years Coverage

Can you confirm the candidate's role and dates of employment?

Sarah was our Senior Digital Marketing Manager from March 2019 until December 2023.

Reference Sentiment 67%



Metrics & Insights

Track candidate experience and uncover deeper qualitative data.

"The process was smooth and efficient."

"It was great to go through such a modern, efficient interview process. I'm looking forward to the next stage."

"This was my first AI interview, and it was a fascinating and innovative experience."

NPS 71 Excellent

CSAT World-Class 9.07



Get Hands On Today

Start Hiring Smarter Today



No matter your industry or team size

if you're screening more than 10 roles a year,
you're leaving time and value on the table.

Join leading companies & transform your
hiring process.

[Book a Demo](#)

