

Skill
Society

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SANDS
FRIDGE LINES

In-Depth

Case Study

A detailed breakdown of how Sands Fridge Lines utilised Skill Society at scale.

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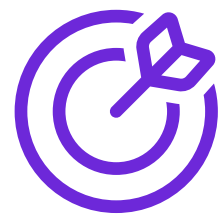
Overview

About Sands Fridge Lines



Current Workflow

Manually screening via seek & UKG. Following a successful applicant detailed health care and additional information documentations require manual processing.



Sands Fridge Lines hires across operational and logistics roles including:

- Heavy Vehicle Drivers (HR / Rigid / Line-haul)
- Pick Packers
- Graduate Logistics roles
- Multi-location WA operations

High-volume applicant flow across operational roles required structured filtering, compliance validation, and faster shortlisting.

Industry

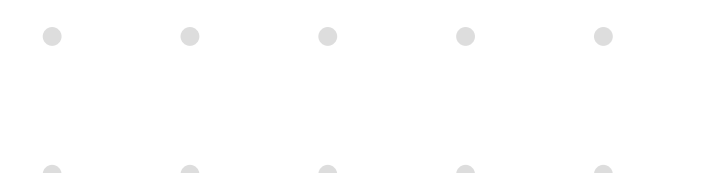
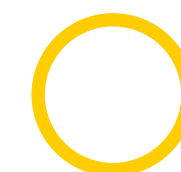
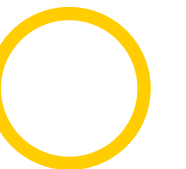
Transport & Logistics

Hiring Focus

MC / HR Drivers / Warehouse Staff (multi-locations)

Volume

2,100+ applicants per annum that require manual screening and processing.



Problem

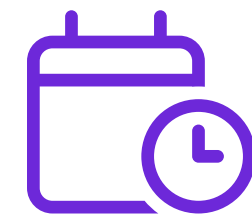
The Hiring Challenges



High Volume, Low Efficiency

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

- High applicant volume per role
- Manual phone screening consuming significant manager time
- Inconsistent qualification filtering across roles



Time-Consuming

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

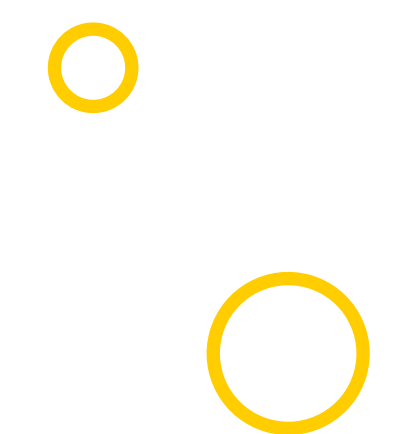
- Repeated follow-ups for licence uploads, certifications and compliance documents
- Hiring managers pulled away from core operational responsibilities



Need for Speed

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

- 18 hours spent conducting phone interviews
- 20+ hours manually filtering and qualifying applicants
- Delays caused by document collection and back-and-forth coordination



The Solution

Structured Automation Built for Logistics



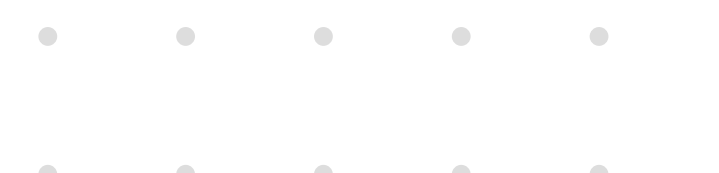
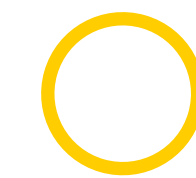
Skill Society configured a fully automated screening workflow tailored specifically to Sands Fridge Lines' (SFL) multi-role operational hiring requirements across WA.

This included:

- Custom application flows across Drivers (HR / Rigid / Line-haul), Pick Packers and Graduate Logistics roles
- Automated disqualification logic for non-compliant candidates
- Work rights and visa expiry validation
- Location and radius-based eligibility filtering
- Availability and operational requirement screening
- Automatic candidate scoring and ranking
- Instant shortlist delivery to hiring managers

Instead of manually reviewing 2,000 applications p.a., SFL automatically filtered 59% of applicants at pre-screen.

Hiring managers only interviewed pre-qualified, compliant applicants.



The Solution

Custom Application & Compliance Automation



Sands Fridge Lines required **structured filtering** beyond resume collection. The platform was configured to **capture and validate critical operational and compliance criteria** upfront, including:

This included:

- Visa type and expiry date validation
- Work rights and restriction checks
- Heavy vehicle licence confirmation
- WA residency and 35km radius eligibility
- Reliable transport confirmation
- Fit-for-work and inherent requirement declarations
- Peak period and public holiday availability
- Manual handling and load/unload capability

Automated qualification logic ensured that:

- Non-compliant candidates were filtered instantly
- Incomplete applications triggered reminders
- Only fully qualified applicants progressed to interview

No Yes

Have you previously been employed by Sands Fridge Lines? *

No Yes

Driving Experience

How many years of experience driving HR or above commercial vehicles do you have? *

Select... ▾

Which of the following vehicles or equipment have you operated regularly? *

<input type="checkbox"/> HR rigid truck	<input type="checkbox"/> Tail lift
<input type="checkbox"/> HC or MC combination	<input type="checkbox"/> Manual gearbox truck
<input type="checkbox"/> Refrigerated pan body	<input type="checkbox"/> Pallet jack
<input type="checkbox"/> Tautliner or curtainsider	

Have you previously worked with refrigerated freight? *

No Yes

Are you able to hand unload freight for around 60 percent of your shift? *

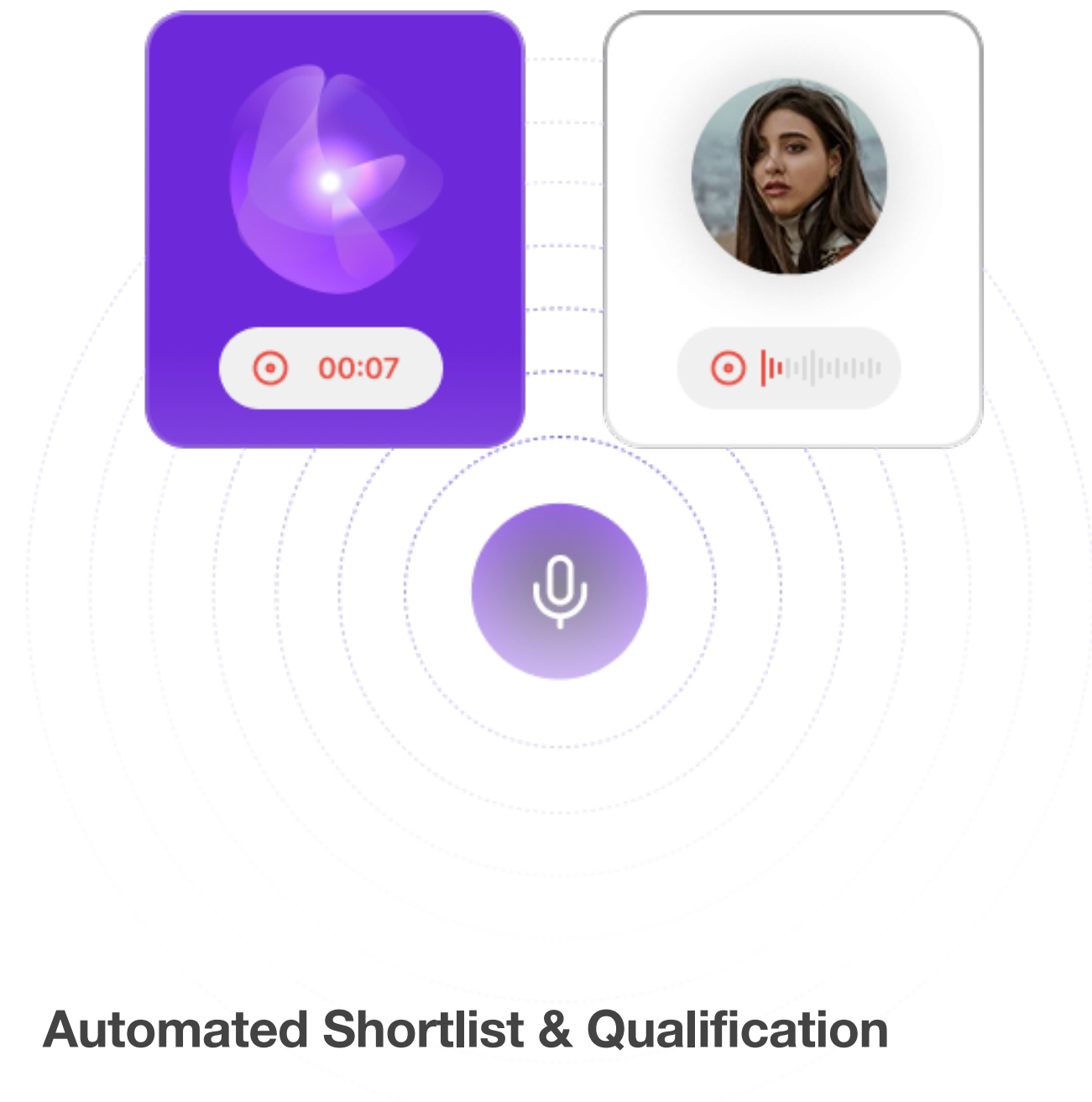
No Yes

Are you experienced using a manual pallet jack? *



The Solution

AI Interview & Intelligent Shortlisting



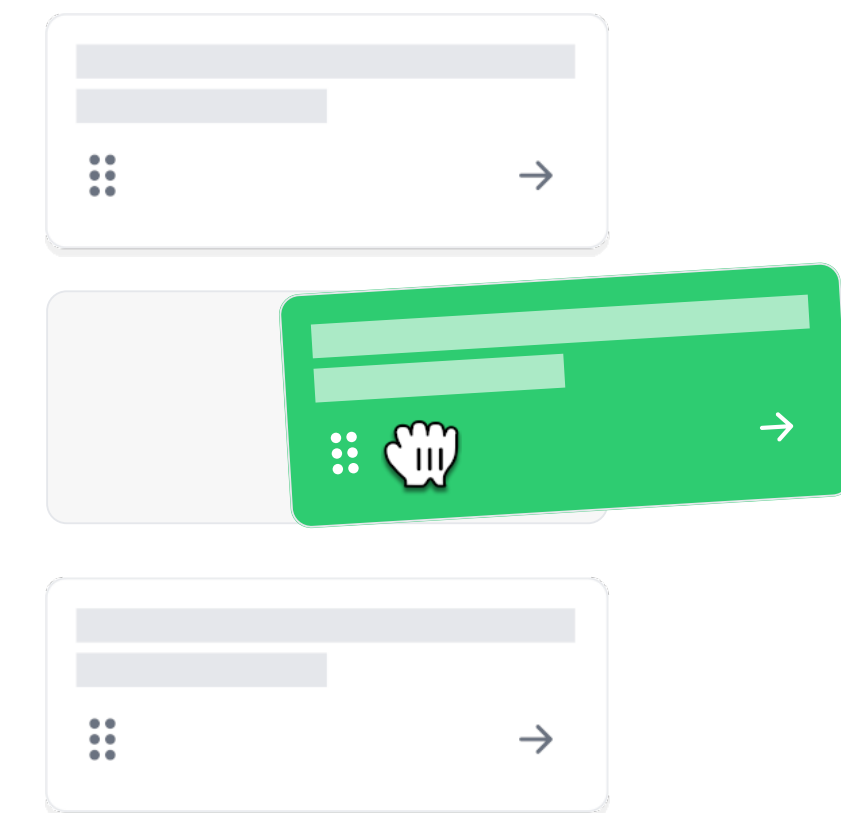
Automated Shortlist & Qualification

- ✓ Voice interviews available (24/7)
- ✓ Role-specific screening questions
- ✓ No scheduling, no phone tag, no manual work



Intelligent Ranking

- ✓ Every candidate scored against your criteria
- ✓ Green (great fit) / Amber (maybe) / Red (no fit)
- ✓ Based on answers, not just resumes



Ready-to-Interview Candidates

- ✓ Top candidates delivered to your inbox
- ✓ Full interview audio, scores and recommendations
- ✓ Your team only interviews qualified candidates



Real ROI, Real Results

Measurable Operational Impact



Results for Sands Fridge Lines

During the initial rollout utilising Skill Society SFL:

- **347** candidates invited
- **200** applications automatically disqualified (59%)
- **72** AI interviews completed
- **102+** hours saved across interviews and filtering
- 86% candidate CSAT

Projected Annual Impact:

- Faster review cycles
- Reduced document chasing
- Consistent compliance filtering
- Improved visibility into candidate quality



612+ Hours Saved Per Year

Automated screening eliminated manual resume reviews, compliance checks and scheduling bottlenecks.



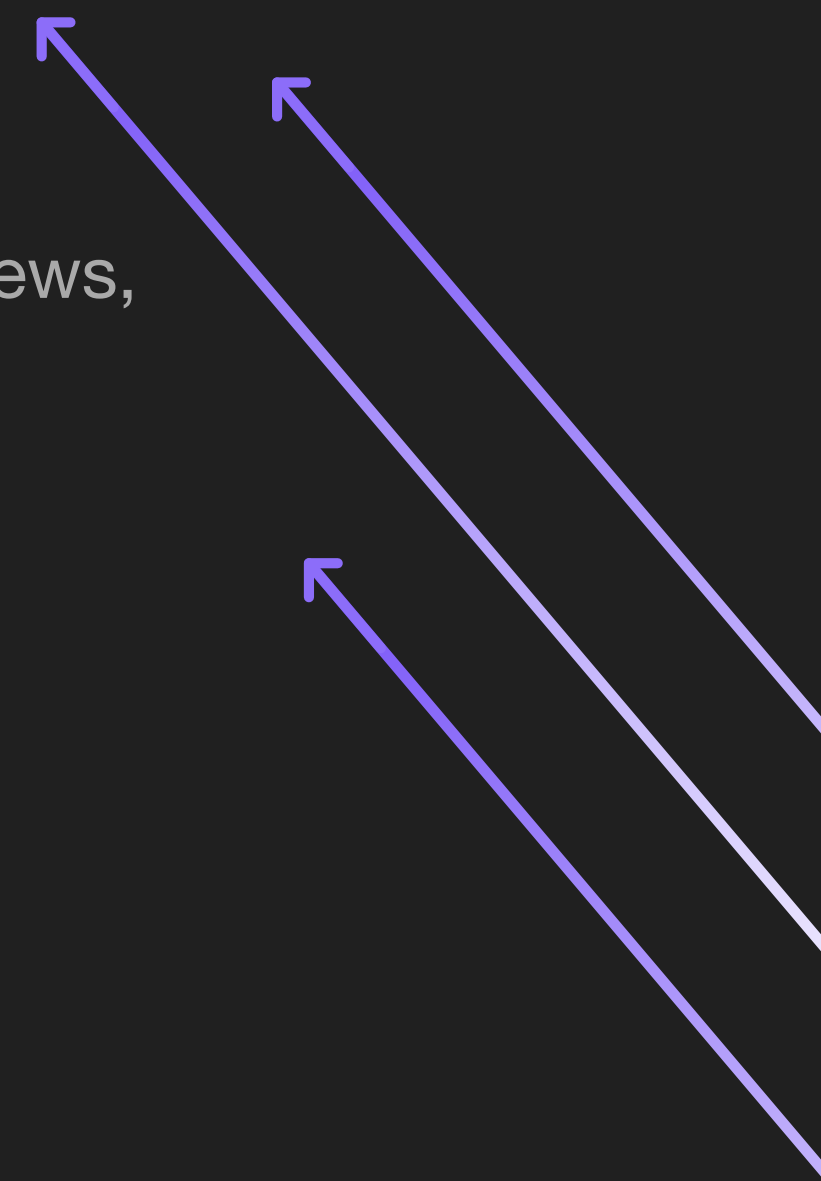
\$49k Saved in reclaimed operational capacity

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



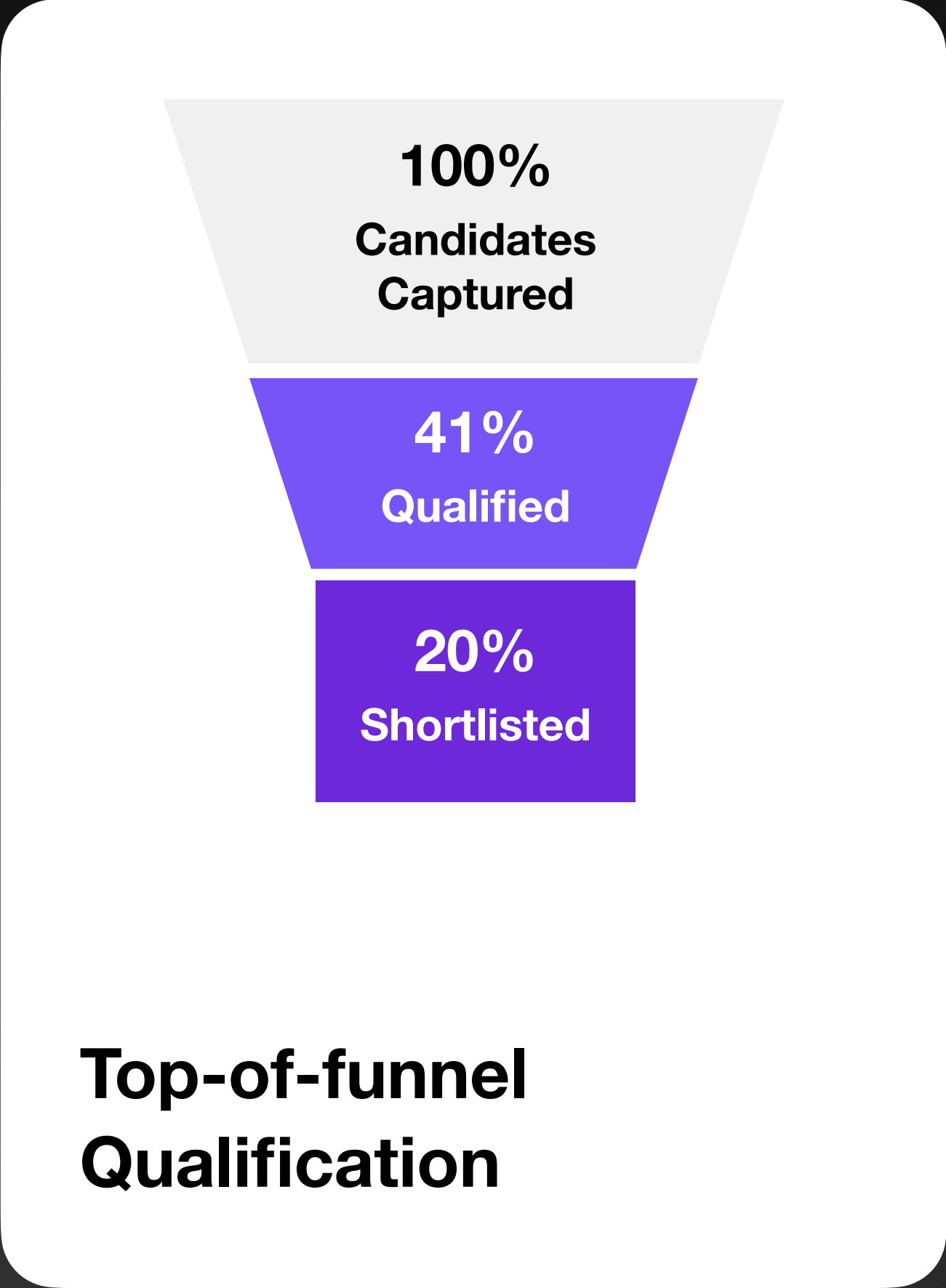
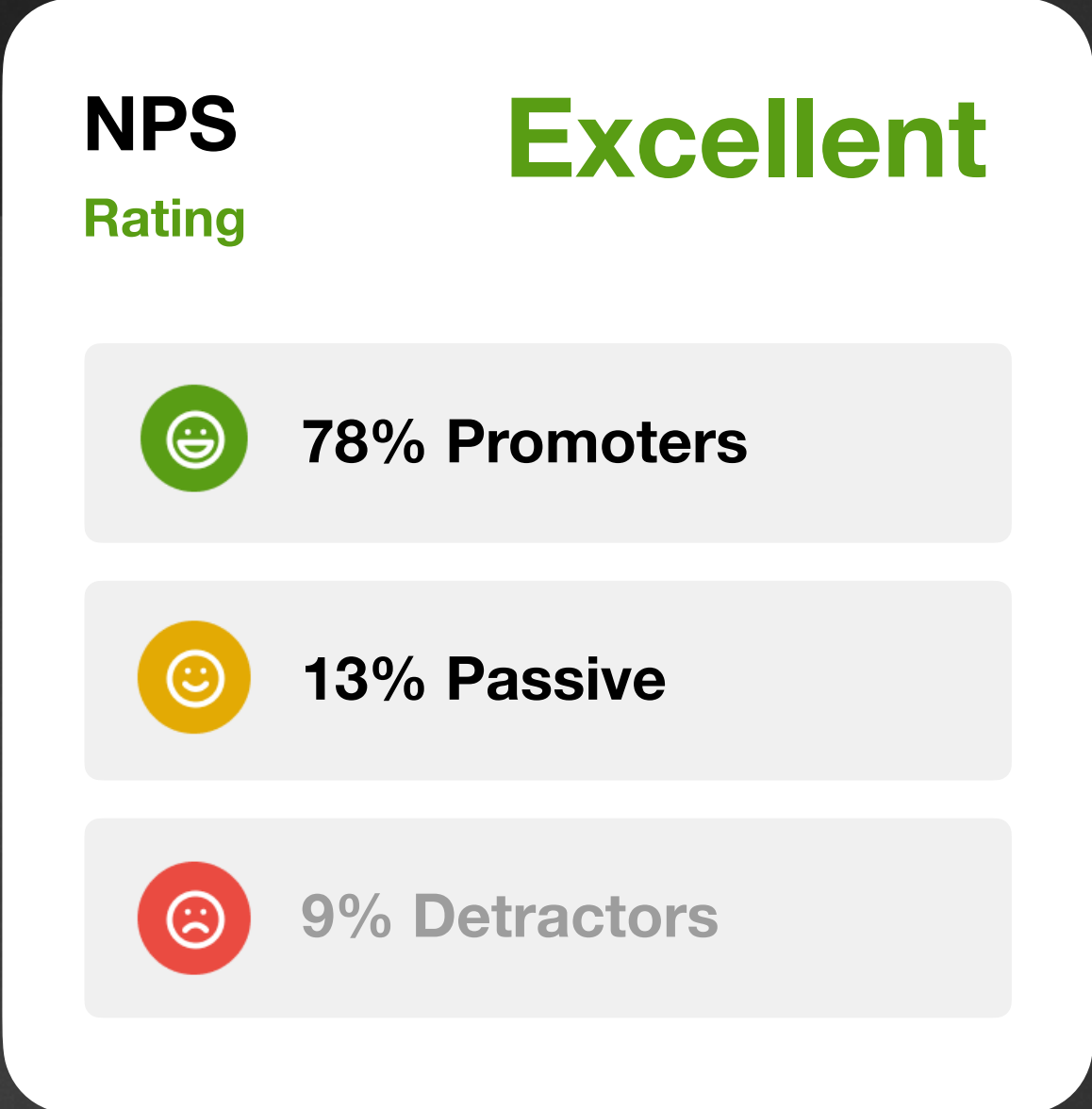
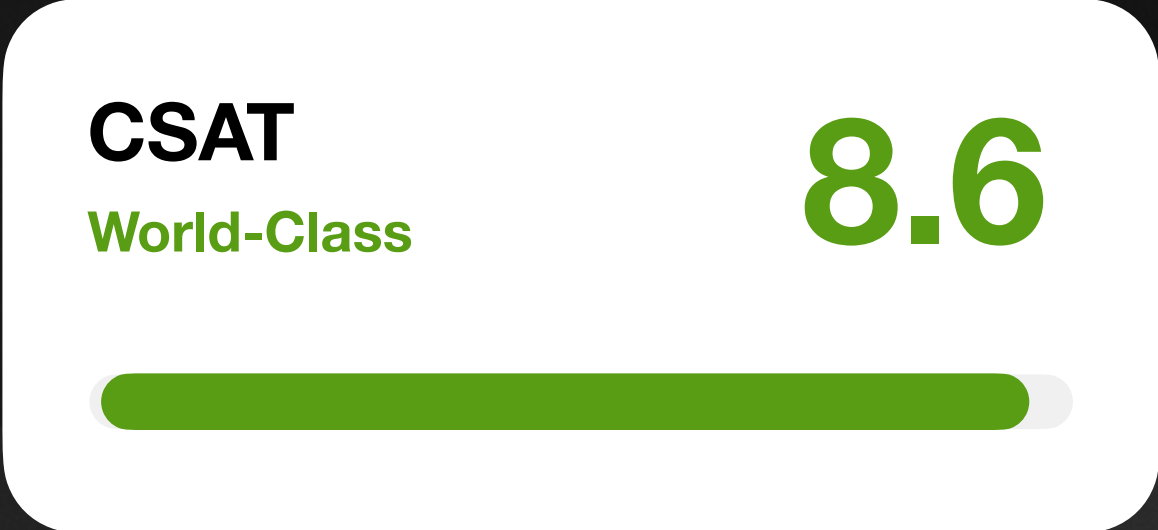
Time to Qualify & Interview 10+ days to 20 minutes

Structured, compliance-first screening embedded into hiring workflow



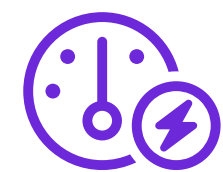
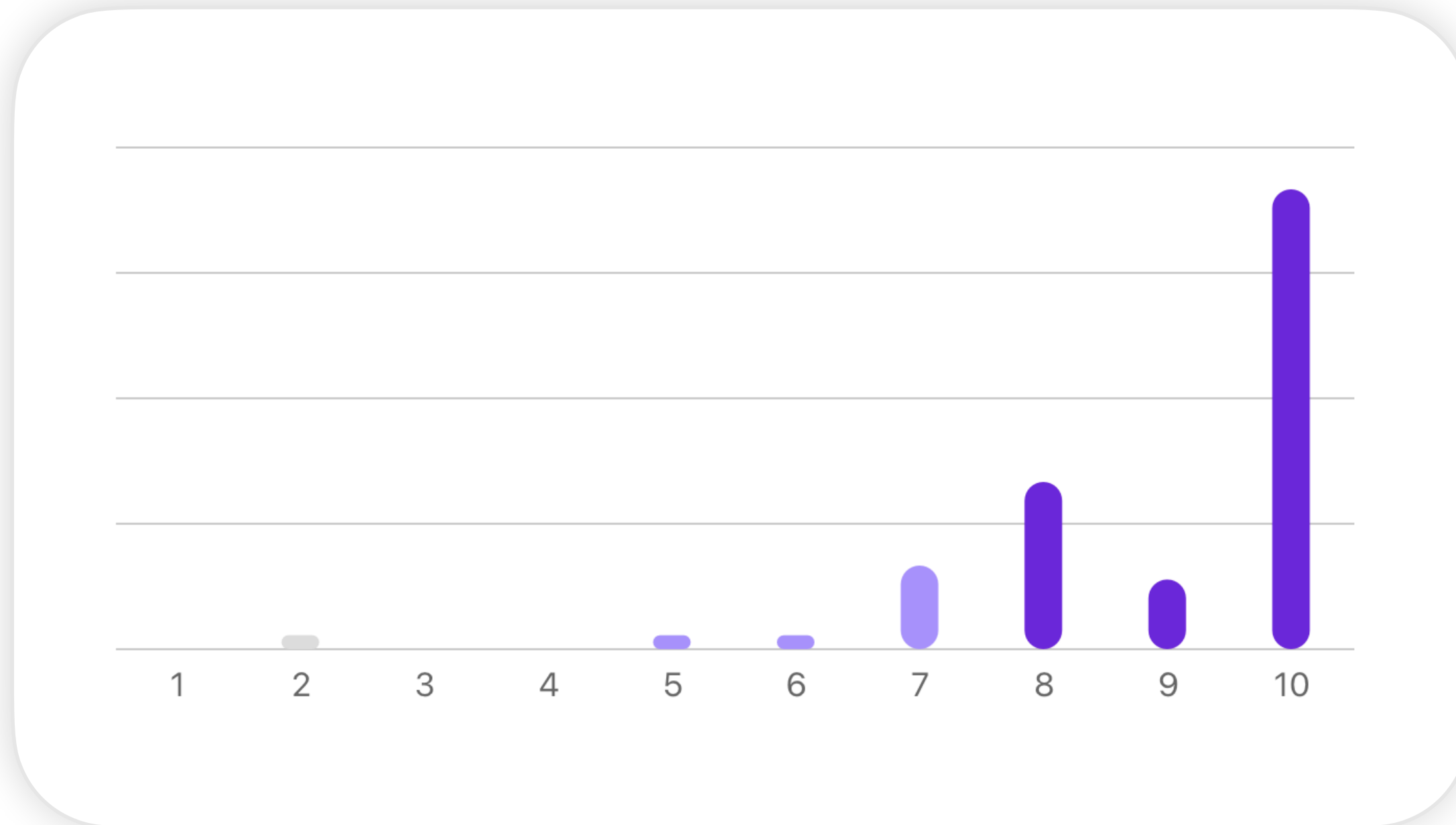
The Bottom Line Data

CSAT, NPS, and Funnel Insights



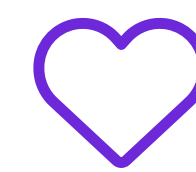
NPS In-Detail

Tracking Candidate Sentiment



Candidate Ratings

78% of candidates were categorised as promoters while 13% of candidates were categorised as passive.



Candidate Sentiment

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

“This is so good thank you so much.”

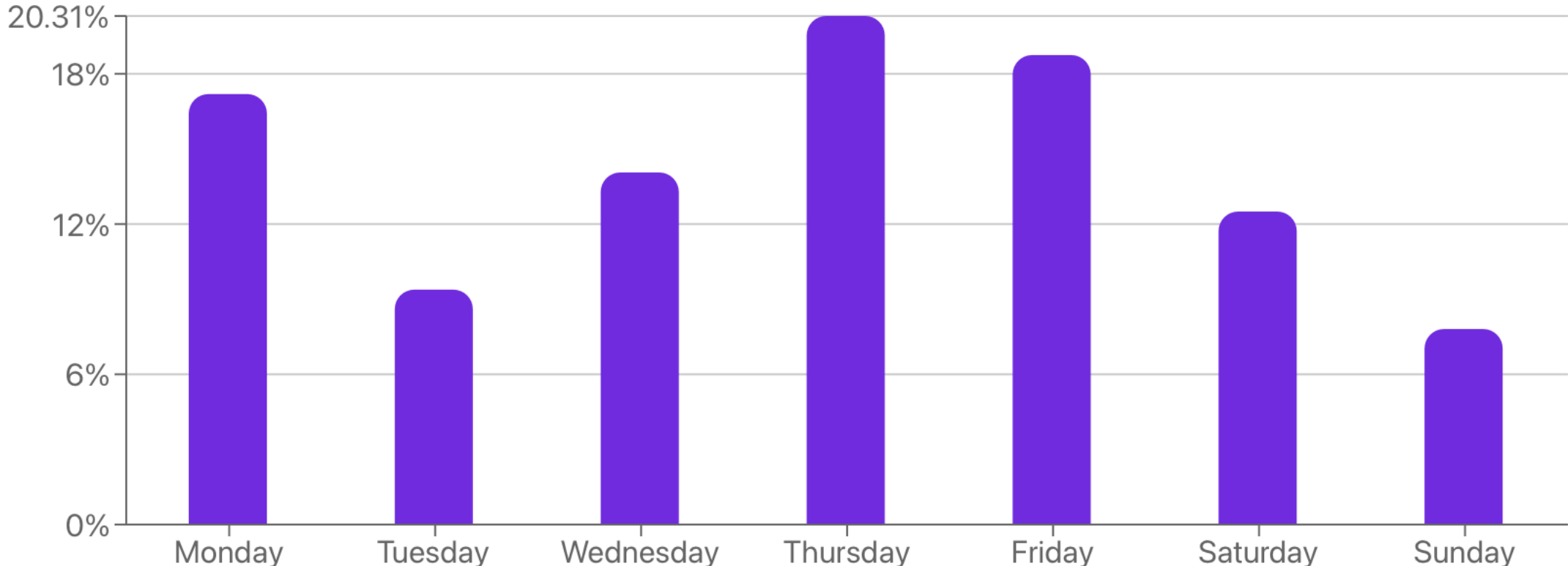
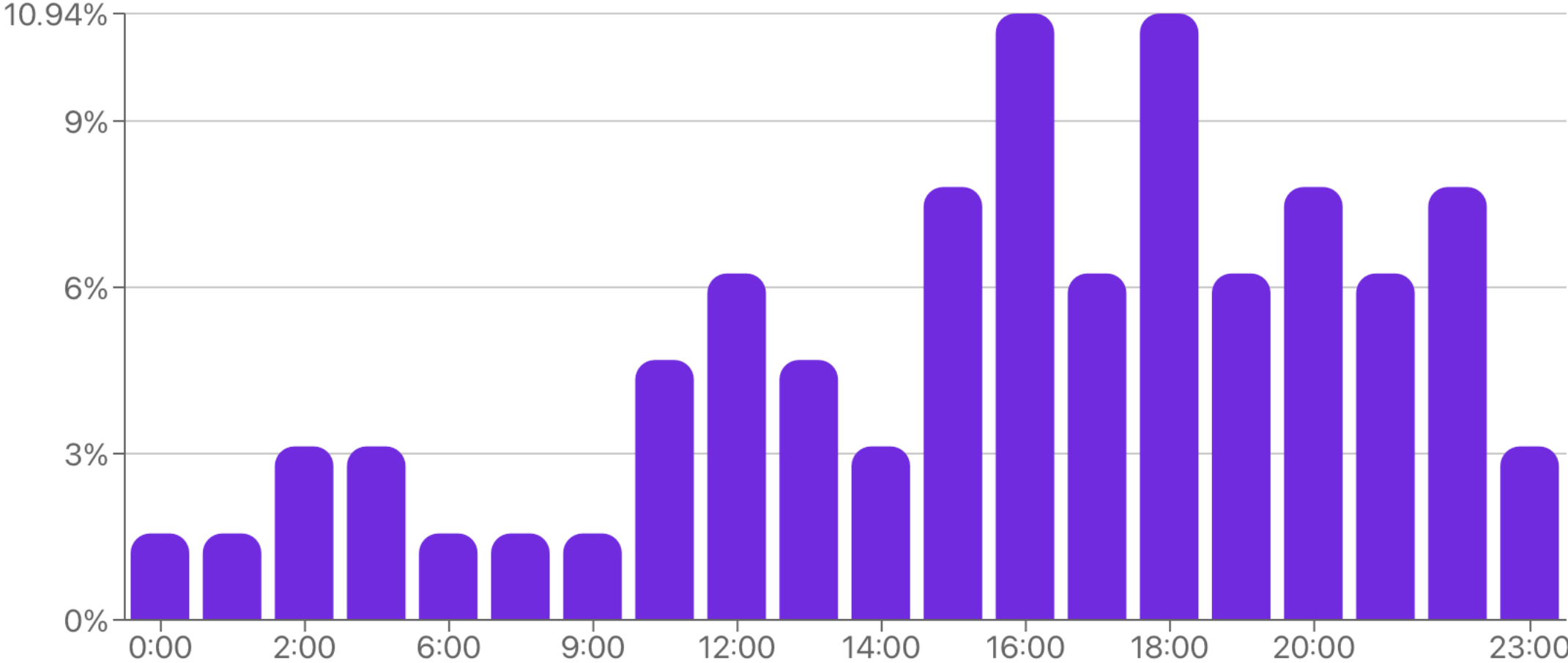
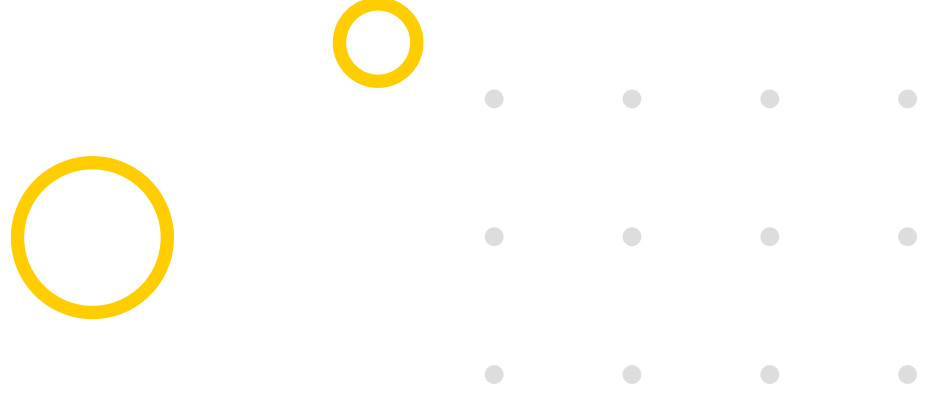
”You sound like a real human, I really like the sound of interviews like this and the whole setup and process.”

‘It was a really good chat with you. And I’m really satisfied.’



Attendance Metrics

Tracking Usage 24/7



Daily Metrics

67% of candidates are interviewing outside of working hours, while 32% choose working hours.



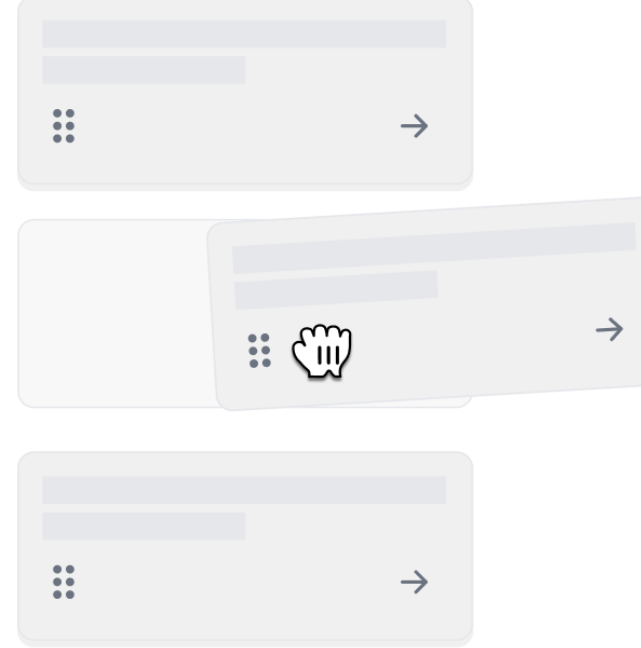
Weekly Metrics

80% of candidates are interviewing on a weekday and 20% are choosing to interview at the weekend.



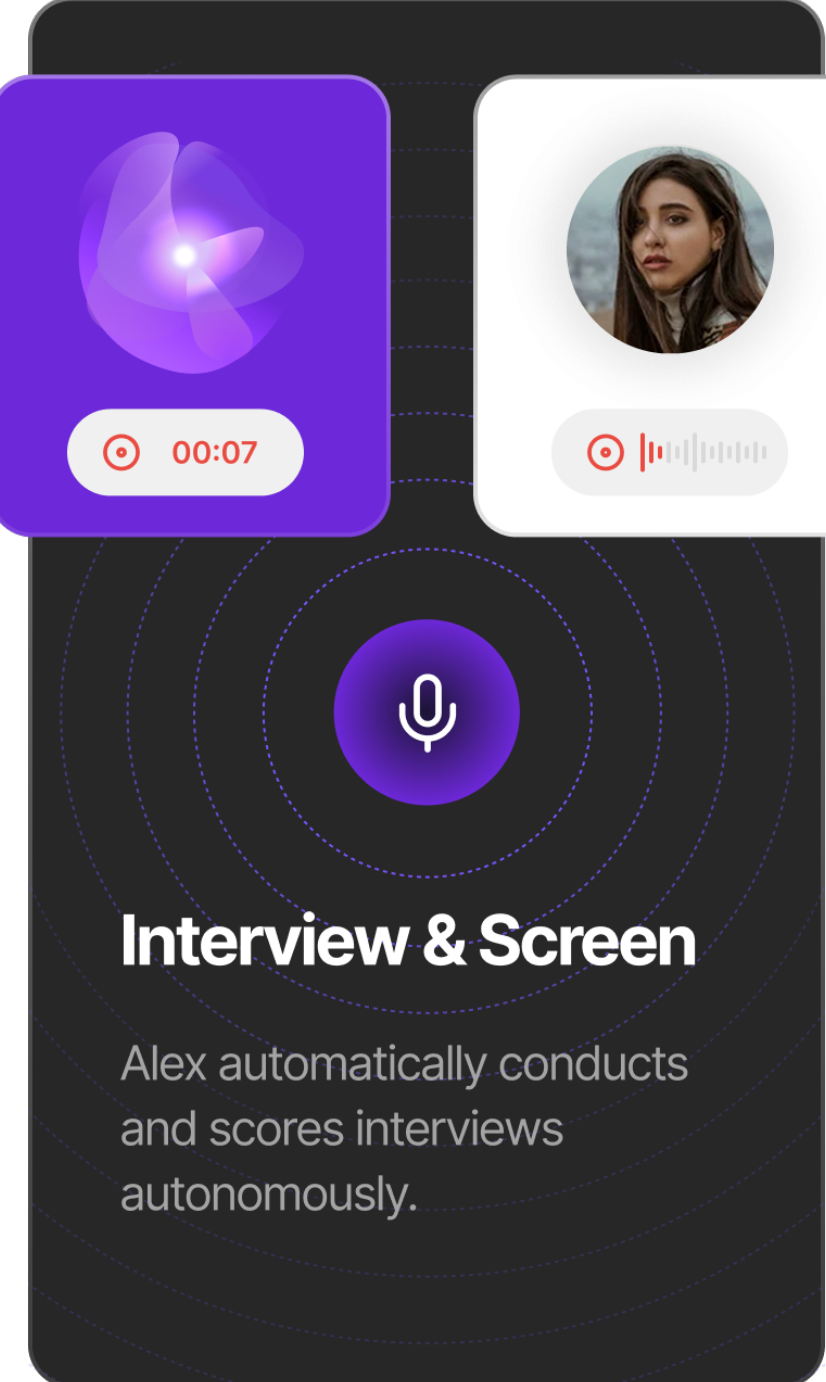
Our Solution

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.

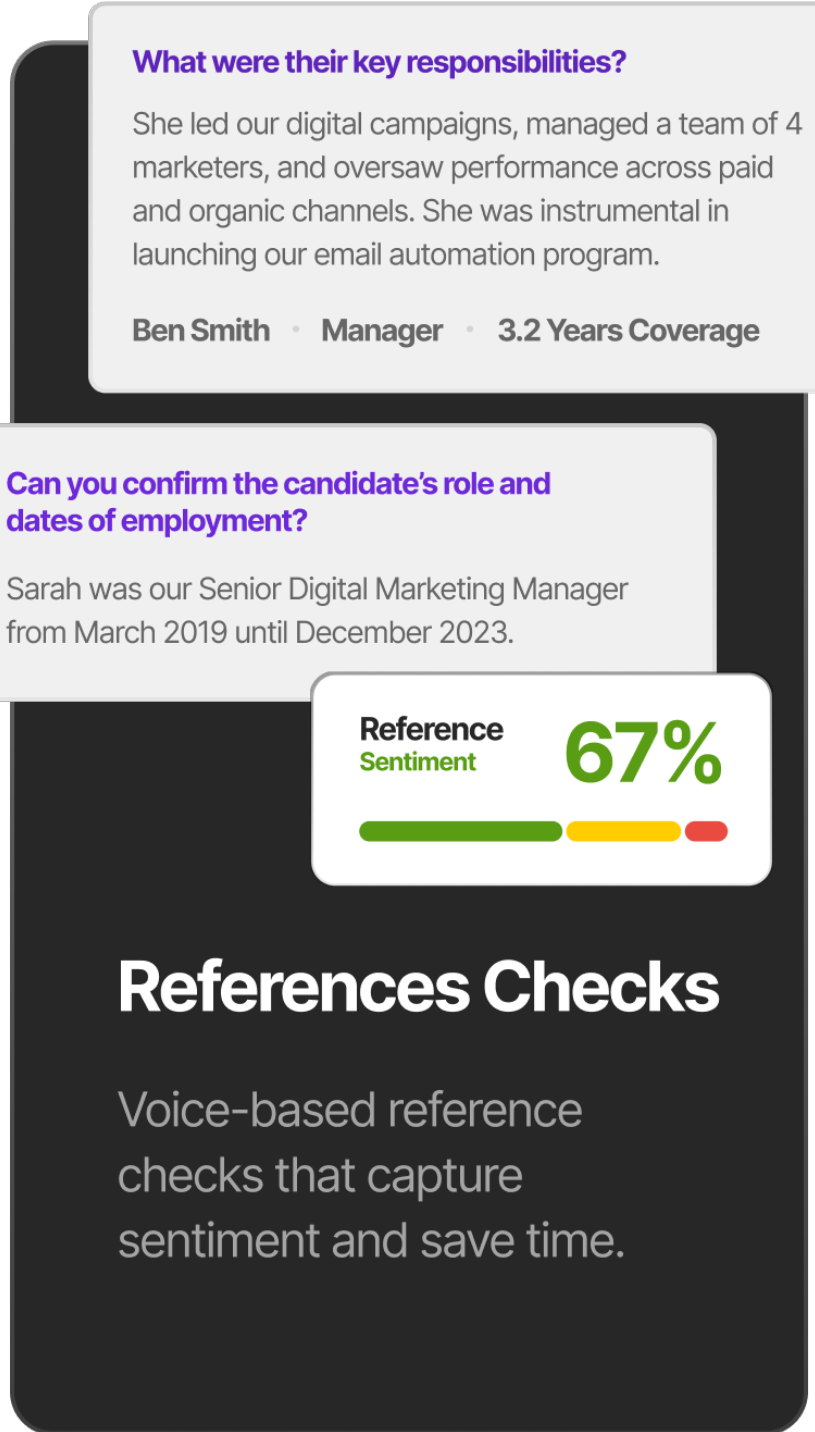


Interview Co-Pilot

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?

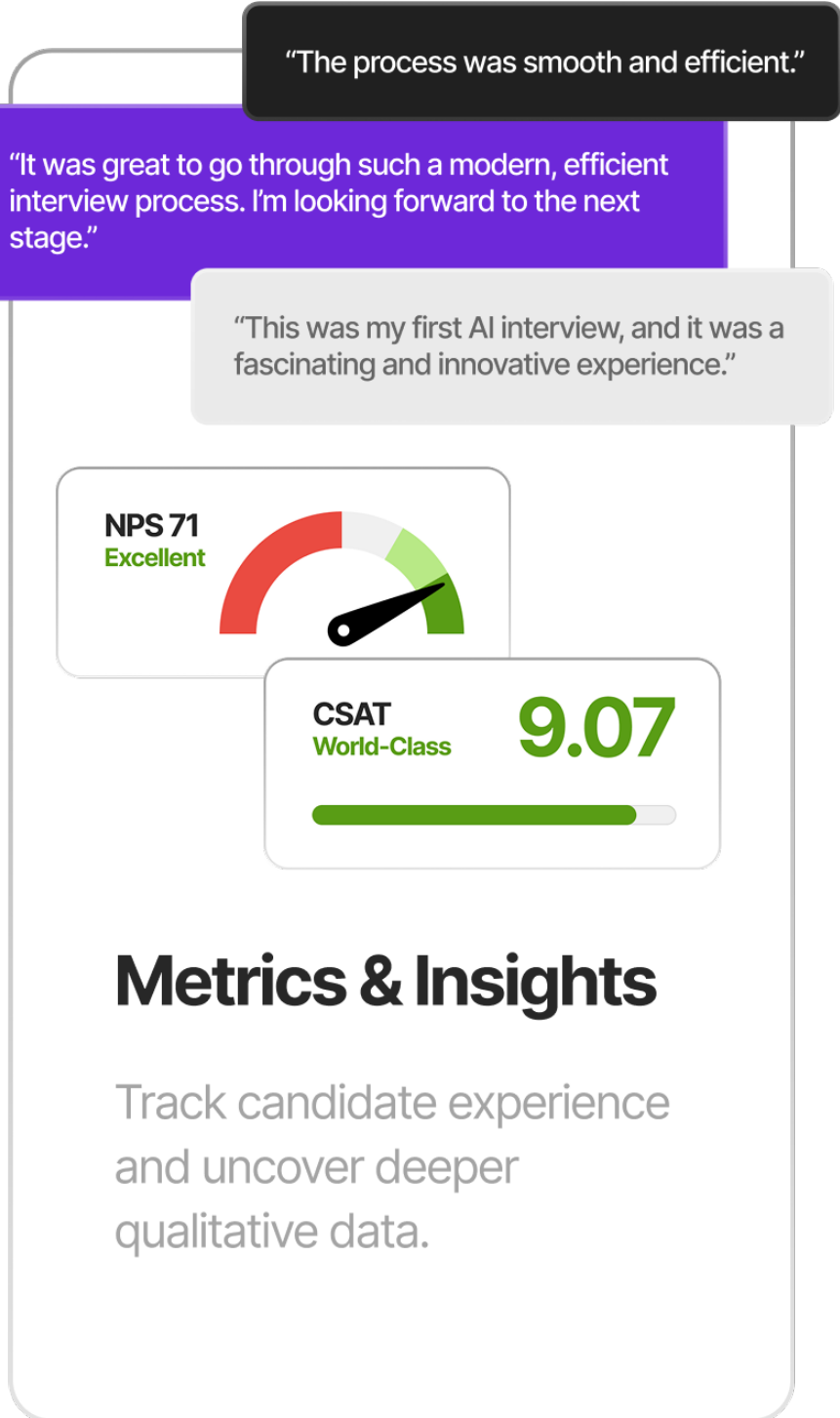
She led our digital campaigns, managed a team of 4 marketers, and oversaw performance across paid and organic channels. She was instrumental in launching our email automation program.

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.

NPS 71 Excellent

CSAT World-Class 9.07

"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."



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.

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