



Ocado

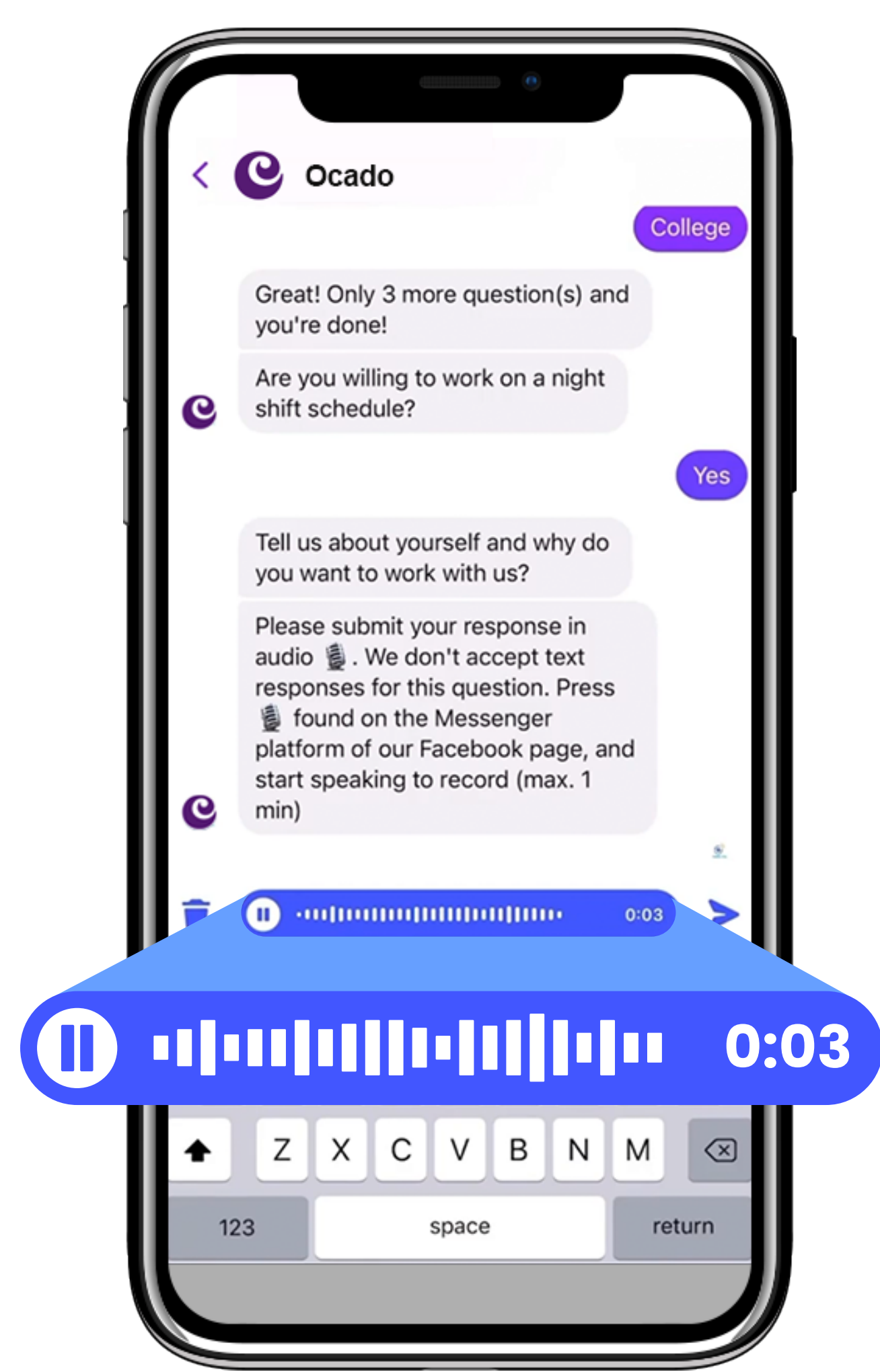
How Ocado Transformed Hiring: A 5x Boost in Application Completions with Talkpush

Ocado, a trailblazer in online grocery retail, is renowned for its innovative use of advanced robotics and AI to revolutionize the grocery industry. They use advanced robotics and AI to run their operations, constantly pushing for better, faster, and smarter ways to serve their customers, making them an ideal partner for cutting-edge technology solutions that optimize operations and enhance customer experience.

The Challenge

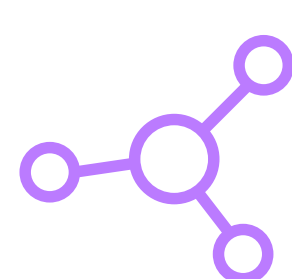
As Ocado expanded its operations across the UK, they needed a faster, more accessible, and engaging recruitment process, particularly for skilled labor. Their previous system, reliant on manual processes and an expensive recruitment platform, produced low lead volumes and poor application completion rates. Seasonal hiring surges further strained the system, requiring the processing of a higher volume of candidates without increasing the recruitment team's headcount.

Additionally, the team's dependence on email for document collection and onboarding caused significant delays in acquiring essential paperwork, slowing the hiring process.



The Solution

Ocado partnered with Talkpush to streamline and enhance their recruitment workflow:



Seamless Sourcing Integration:

By bringing together all sourcing channels under one platform, Ocado ensured a smooth candidate experience from start to finish. Most applicants completed the pre screening process in just 5 minutes.



Instant Screening:

Automated screenings based on preset criteria allowed recruiters to focus entirely on qualified candidates.



Compliance & Document Collection:

Qualified candidates automatically received follow-up questions and a list of required Right-to-Work documents, ensuring compliance with local employment laws. Automated reminders encouraged timely submission.



Smooth Onboarding with DocuSign Integration:

Talkpush's integration with DocuSign enabled digital contract generation and e-signatures, creating a fully automated hiring process, from the moment a candidate clicked on a job ad to the signing of the offer letter.

[Learn more about the e-signature integration feature →](#)

The Results

82%

Application Completion Rate

allowing for quicker response and engagement with candidates.

<30min

Fastest Application-to-Contract process

demonstrating the speed and efficiency of Ocado's new hiring system.

88%

Of Candidate Inquiries Responded

by Talkpush's advanced conversational AI.

5x

Increase in Application Completion Rates

significantly boosting the number of completed applications.

"The service we've received from the Talkpush team has been exceptional, it was really a plug-and-play solution to replace our dated ATS. We were able to maximize every pound of our marketing investment. Our fastest application-to-contract process clocked in under 30 minutes. The benefits have been tangible and immense."



Jerome Lopez
Head of People

Ready to level up your recruitment?

Let's jump on a call and explore how Talkpush can help your team.

