



CONCENTRIX NORTH AMERICA

Talkpush V1 vs CREW

What the North America recruiting team gained from the move to CREW:
volume, conversion, speed and automation

COMPARISON

Talkpush V1, Jan to May 2026
CREW, Jul to Sep 2026

SCOPE

US and Canada combined

DATE

October 2026

CREW gets candidates to Pre-Hire 31% faster, with half the manual work per application

Applications collected per month

113,578

V1 79,437 · ▲ +43%

Days from application to Pre-Hire

9.8

V1 14.2 · ▼ 31%

Moves after application that are automated

61%

V1 25% · ▲ +36 pts

Manual moves per 100 applications

60

V1 122 · ▼ 50%

1. More leads. 113,578 applications a month, 43% more than V1. Cross-apply, live since August, adds 31K of them.

3. Faster to Pre-Hire. 9.8 days from application instead of 14.2. Interview to Pre-Hire went from 7.4 to 3.9 days.

5. More output per recruiter. Each recruiter handles 2.4x the applications (624 vs 257 a month) and 33% more Pre-Hires.

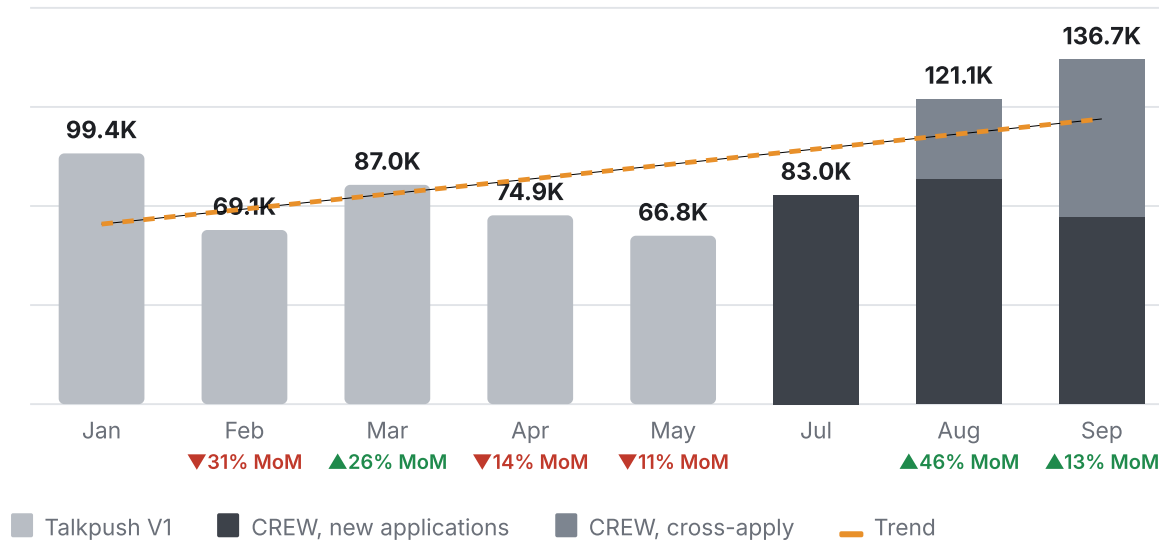
2. More candidates reach the assessment. 76% of applicants get to SHL, up from 10%, the same day they apply.

4. Less manual work. 61% of moves after the application are automated, up from 25%. Manual moves per 100 applications are halved.

6. Ownership. The North America team does 90% of the configuration itself, on one platform for requisitions, go-to-market and campaigns.

43% more applications a month, with cross-apply adding 31K of them

Applications collected per month



113.6K

applications a month on CREW

82.2K

new applications (+3% vs V1)

31.4K

cross-apply a month

WHY MORE CANDIDATES COME IN

Cross apply

Live since August. Candidates apply to more jobs at the end of prescreening and reuse their answers.

Candidate home view

One place to see and track their applications

Internal applications and referral hub

Employees and referrals come in through the platform

Custom landing pages, new branding

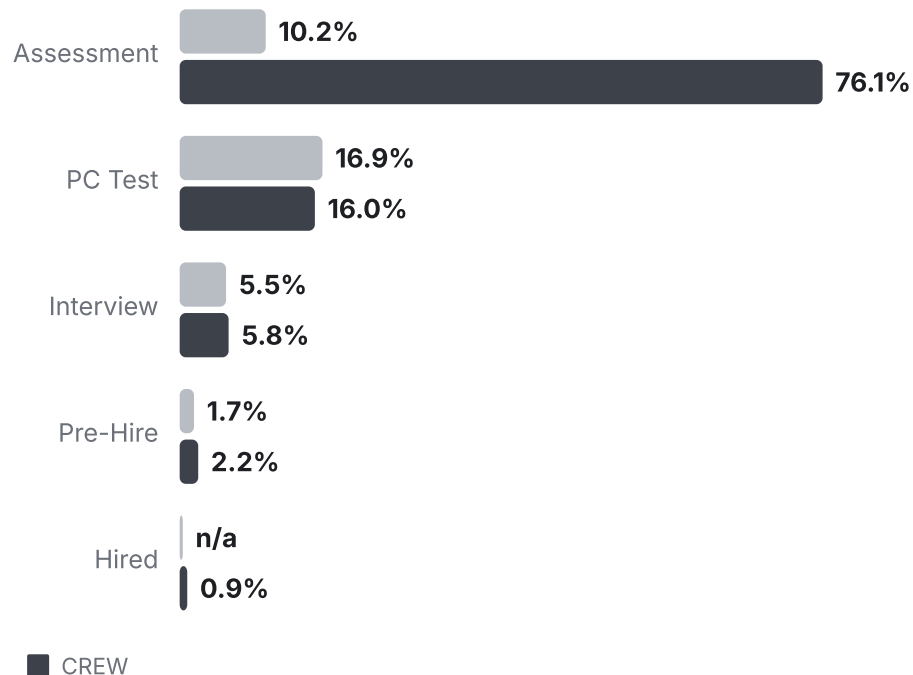
Career site and campaign pages run on CREW

All job feeds connected

Every feed can be checked from inside the platform

76% of applicants now reach the assessment, up from 10%

% of applications that reach each stage



2,490

Pre-Hires a month (V1: 2,307 offers, ▲ 8%)

3.6%

Pre-Hire conversion, July cohort (fully matured)

1,023

hires a month now tracked in CREW

WHY MORE CANDIDATES MAKE IT THROUGH

Auto endorsement by LOB threshold

Candidates go to the assessment as soon as they complete

Automated retakes

SHL Auto Retake gives the retake without a recruiter

Queueing system

Multi-application endorsement between go-to-market and client requisitions

ID verification and internet check

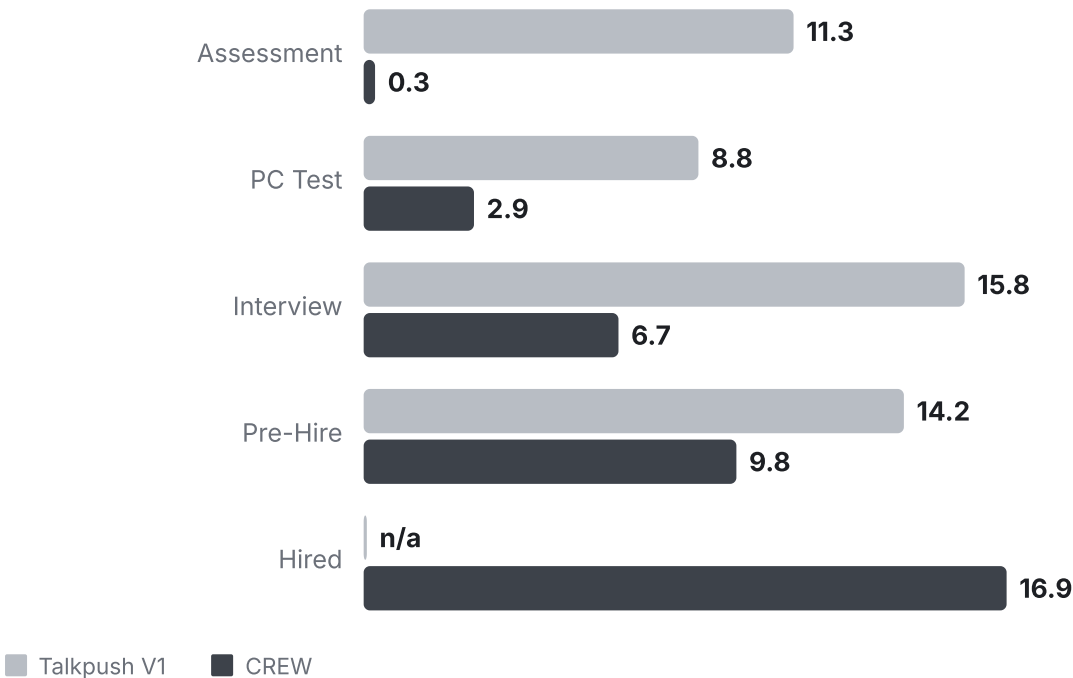
Solutions for the two biggest funnel blockers

All assessments in-platform Coming next

Typing, role play, computer literacy, in every language

From application to Pre-Hire in 9.8 days instead of 14.2

Average days from application to reach each stage



▼ **97%**

time to assessment (11.3 → 0.3 days)

▼ **48%**

Interview to Pre-Hire (7.4 → 3.9 days)

▼ **31%**

application to Pre-Hire (14.2 → 9.8 days)

WHY CANDIDATES MOVE FASTER

Assessment on completion

Candidates reach SHL the same day they apply (median 0 days)

Self-booked interviews

Candidates pick their own slot. No back and forth with a recruiter.

Talkpush covers application to offer

Workday checks run against a database, so nothing waits on Workday before Pre-Hire

Auto endorsement by threshold

Candidates who pass go straight to the next step

V1 Pre-Hire time uses Apr to May and leaves out same-day Workday-created records. July cohort alone (fully matured): 10.3 days, still 28% faster.

The steps recruiters did by hand on V1 now run on their own

25% → 61%

moves after application that are automated

87%

of ~600K candidate messages a month sent automatically

0% → 54%

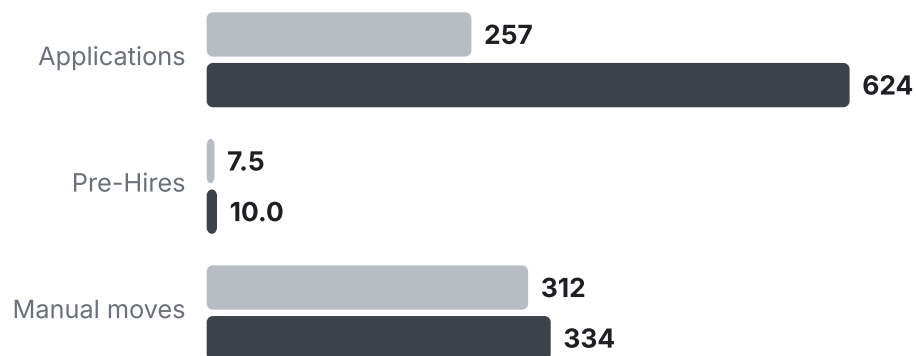
interviews booked through the platform (63% in Sep)

Step	V1 manual moves, Jan–May	V1: who did it	V1 automated	How it works on CREW
Endorse to assessment	48,653		2%	Automatic on completion. 76% of applications reach SHL, median 0 days.
Send candidate to PC Test	76,734		0%	SHL result routes the candidate to PC Test by workflow.
PC Test and assessment retakes	35,490		0%	SHL retakes run on their own (Auto Retake stage). The CREW data doesn't split out how PC Test retakes are triggered.
Interview scheduling	31,232		0%	54% of interviews self-booked by the candidate (63% in September).
Prior worker and location checks	1,635		98%	Part of the eligibility check that runs before Completed, against a database.
Rejections	268,684		33%	Timeouts, inactivity and eligibility rejections run as workflow rules.
Pre-Hire / offer hand-off	20,591		0%	Pre-Hire happens in CREW. Workday writes Offer, Background and Hired back on its own.

Automated
 Done in Workday
 Manual in Talkpush

Each recruiter handles 2.4 times the applications with about the same manual work

Per recruiter who logged in, per month



■ Talkpush V1 ■ CREW (September)

122 → 60

manual moves per 100 applications

▼ 29%

manual moves a month (96.7K → 68.5K)

670

interviews a month self-booked (~112 recruiter hours)

WHY EACH RECRUITER DOES MORE

New inbox

Talking to candidates from one place is easier

Excel view

Following up and building lists is faster

New interface

The whole platform was redesigned

Simplified Workday integration

No double entry between Talkpush and Workday from application to offer

The North America team runs its own recruiting operation

90%

of configurations done directly by the North America team

1 platform

for requisitions, go-to-market and client campaigns and advertising

Every lead

traceable end to end, with compliance reports built in

WHAT CHANGED

CREW is the requisition system

Requisitions, go-to-market and client campaigns live in one place

Workflows controlled by the team

Changes don't wait in a queue with the Talkpush team

Career site handling

Advertising and landing pages are managed by the team

WHAT COMES NEXT

All assessments inside the platform

Typing, role play, computer literacy and more, in every language

Identity verification and internet check

Replacing the two biggest funnel blockers with native solutions

All metrics side by side

Metric	V1	CREW	Change
VOLUME			
Applications per month 82,197 new + 31,381 cross-apply	79,437	113,578	▲ +43%
Completion rate CREW "Completed" also requires the Workday eligibility check	85.2%	78.2%	definition differs
CONVERSION			
Reached Assessment	10.2%	76.1%	▲ +65.9 pts
Reached PC Test	16.9%	16.0%	▼ 0.9 pts
Reached Interview (live + video) Live 1.2% + SHL video interview 4.6%	5.5%	5.8%	▲ +0.3 pts
Reached Pre-Hire July cohort, fully matured: 3.6%	1.7%	2.2%	▲ +0.5 pts
Reached Hired Hire closed in Workday on V1	n/a	0.9%	new
Pre-Hires per month By month reached	2,307	2,490	▲ +8%
SPEED			
Days, application to PC Test	8.8	2.9	▼ 67%
Days, application to Assessment	11.3	0.3	▼ 97%
Days, application to Interview Live + video interview	15.8	6.7	▼ 57%
Days, Interview to Pre-Hire	7.4	3.9	▼ 48%
Days, application to Pre-Hire July alone: 10.3 days (▼ 28%)	14.2	9.8	▼ 31%
Days, application to Hired	n/a	16.9	new

Metric	V1	CREW	Change
AUTOMATION			
Moves automated after application	25.2%	60.8%	▲ +35.6 pts
All moves automated	68.7%	87.9%	▲ +19.2 pts
Messages sent automatically ~600K messages a month	n/a	87.1%	new
Interviews booked through the platform 63% in September	0%	54.0%	▲ +54 pts
EFFORT			
Manual moves per 100 applications	122	60	▼ 50%
Manual moves per month	96,651	68,538	▼ 29%
Active recruiters (logged in) CREW: September only	308	219	▼ 29%
Applications per recruiter / month CREW: September	257	624	▲ +143%
Pre-Hires per recruiter / month CREW: September	7.5	10.0	▲ +33%
Manual moves per recruiter / month CREW: September, with 2.4x the applications	312	334	▲ +7%

Definitions and data notes

1. **Periods.** V1 = concentrix-usa + concentrix-canada, applications created Jan 1 to May 31, 2026 (Talkpush analytics). CREW = North America sub-account, Jul 1 to Sep 30, 2026 (CREW production database, UTC months). June 22 to 30 left out as a partial month.
2. **Exclusions on CREW.** Duplicated applications (2,433), backfill rows and re-entry loops removed by the CREW team.
3. **Pre-Hire.** CREW Pre-Hire = V1 Offer. V1 uses April and May (when the Workday sync was steady) and leaves out offers on applications created the same day. V1 had no usable Hired stage because the hire was closed in Workday.
4. **Open cohorts.** CREW data runs to Oct 2, so the September cohort and part of August are still moving. Their Pre-Hire and Hired rates will rise, and so will their day counts.
5. **Stage order.** On CREW the assessment (SHL) comes before PC Test. On V1 it came after.
6. **Interview.** CREW Interview = live interview (1.2%) + SHL on-demand video interview (4.6%).
7. **Completion.** CREW "Completed" means prescreening done and the Workday eligibility check passed, so its rate isn't like for like with V1.
8. **Automation.** "After application" leaves out the automatic intake step on both sides. CREW records several intake moves per application, so the "all moves" figure is less comparable.
9. **Recruiters.** V1 counts users who logged in to either V1 CRM, so someone using both is counted twice. CREW login data covers September only.
10. **Scheduling time.** Assumes 10 minutes for a recruiter to schedule one interview by hand.