

VIVRELLE

How Vivrelle Cut Phone Screen Time by 88% & Widened Their Top of Funnel

Who is Vivrelle?

Vivrelle is a first-of-its-kind membership club that gives members access to a shared closet of coveted designer handbags, jewelry, and watches from brands like Chanel, Hermès, Dior, Cartier, and Van Cleef & Arpels, for a monthly fee. Founded in 2018 and headquartered in New York City, Vivrelle pairs its digital experience with an in-person showroom where members can browse, try on, and swap pieces with help from stylists.

For a luxury brand, the team is an incredibly important part of the product. Every hire, from logistics associates handling five-figure handbags to the marketers shaping the brand's voice, touches an experience that members expect to feel premium. That puts real pressure on hiring quality, and it lands on the desk of Kaitlyn Borea, Vivrelle's VP of Human Resources & Talent, who brings more than a decade of talent experience from luxury and high-growth companies including Chanel and ShopMy.

Executive summary

- **88% of phone-screen time saved**, evident from day 1.
- **More applicants got an interview.** Instead of hiring from whoever the team had time to call, Vivrelle interviewed many times more candidates than manual screening ever allowed.





"Some of my favorite candidates this year would have never made it past a resume screen. I am able to offer more opportunities for candidates to be heard, while also being wildly efficient. An AI phone screen allows Vivrelle to meet more candidates than I would personally have the time for. Candidates report a positive experience, and the time savings are unmatched."

— Kaitlyn Borea, VP, HR & Talent

The challenge: time and signal

Prior to meeting the Puck team, screening at Vivrelle worked the way it does at most lean, fast-growing companies: manually. Each phone screen blocked a 30-minute slot on the calendar, not counting the scheduling back-and-forth and the no-shows. Multiply that across every open role, and screening alone becomes a full-time job.

The deeper problem was signal. For many of Vivrelle's roles, resumes look nearly identical: the phone screen is where candidates actually differentiate themselves. But with limited hours in the day, only a fraction of applicants ever made it to a conversation. The rest were filtered by resume.

Nowhere was this sharper than Vivrelle's internship program. The 2026 Fall Internship drew over 300 applicants in 24 hours. No lean People team can phone-screen 300+ interns, which traditionally means most of those candidates are judged on a one-page resume with almost no work history on it.

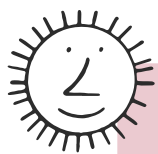


Vivrelle's solution: Puck's AI Recruiter

Vivrelle deployed Puck's AI Recruiter across twelve open roles spanning both frontline operations and corporate functions, including the internship role.

With Puck, every applicant can receive a conversational AI phone interview automatically — no scheduling, no calendar Tetris. Candidates invited to Puck complete a short, structured interview on their own time, often within minutes. Kaitlyn's team then reviews ranked results with full recordings and transcripts, spending about three and a half minutes per candidate instead of running a thirty-minute call. With the ability to listen at 1.5x speed, her team was able to get to know a higher volume of candidates, while saving time.

Puck integrates directly with Vivrelle's ATS, so sharing candidate profiles is smooth. Additionally, Puck went live in days, which was important for such a small TA team.



“We ran a bias audit before deploying Puck, and continue to tell every candidate that they’ll be speaking with an AI Agent. To date, we’ve only had 1 instance of a candidate declining to participate.”
— Kaitlyn Borea, VP, HR & Talent

The results

Vivrelle saved time without sacrificing candidate quality.

- **88% reduction in phone-screen time.** Vivrelle's average Puck interview runs 3 minutes 26 seconds, compared to the ~30 minutes a traditional phone screen consumes at minimum. Reviewing a completed interview takes a fraction of the time of conducting one — and that's assuming a full listen; clear declines often take far less.
- **~140 hours of recruiter time saved within the first dozen roles.** Screening 317 candidates the traditional way would have consumed ~158 hours — nearly four full work weeks — against the ~18 the team spent reviewing results.
- **More internship applicants got an interview.** Of 300+ applicants, 87 got an AI interview — far more than the team could've traditionally phone-screened, and candidates who would otherwise have been judged on a resume alone.
- **One platform across frontline and corporate roles.** The same workflow screened warehouse logistics associates and growth marketing managers.

"I'm thrilled with our results. We've screened over 300 people across a dozen roles almost fully autonomously. I'd tell any head of talent to try it."

— Kaitlyn Borea, VP, HR & Talent

Methodology: Time savings compares Vivrelle's average completed AI interview length (3:26) against an assumed 30-minute traditional phone screen inclusive of scheduling coordination. $3:26 \div 30:00 =$ an 88.6% reduction, reported as 88%. This assumes every AI interview is reviewed in full; declines frequently require less than a full review, making the figure conservative. Interview counts reflect all open roles in 2026.

The takeaway

Vivrelle got back nearly four weeks of team time and used it to widen the funnel, not shrink it. Far more applicants got a chance to make their case out loud, and the team made hiring decisions from complete information instead of resume guesswork.

Interested in finding your people? Let's talk at info@careerpuck.com

