



Crafting **Unforgettable**
Recruitment Journeys

Agenda

- Meet the team
- TaTiO and Shaker
- TaTiO overview
- Platform Live Demo
- Open discussion
- Next steps





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Co-Founder/CEO

PHD

Tel Aviv

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HR Tech Advisor

20+ years working with Shaker

Boston, MA



LIFE'S BIGGEST EVENTS?



***88% of all consumers would NOT BUY a car without a test drive**



***8-10 potential homes explored virtually online and onsite**
***48% of ALL BUYERS visit Open Houses**



When might Shaker start to deploy **TaTiO**?

Simulation Types

Warehouse
Picker/packer
Delivery
Drivers
Door to Door Sales
SDR
BDR
Retail
Retail Fashion
Retail Grocery
Call Centers
Customer Service
Substitute Teachers

Where can it be deployed?

Chat bots
Job ads
Email campaigns
Open house screeners
ATS Integration
Media campaigns
Microsites

Supercharge Your Conversion Rates

Drive more applications and foster a proactive candidate mindset from the get-go



Increase Application Rate

Create unforgettable recruiting journeys



Boost Conversions

Skyrocket your advertisement results with higher campaign conversion rates



Qualified Candidate

Create a qualified candidate pipeline that your clients can trust



The Old Way—Today's Way

Drowning in Text: Candidate's Experience





The Problem with Resumes – Navigating a Sea of Words

Daniel Fahey
—
RETAIL

Details
4578 North Circle
Santa Fe, NM 87501
505-456-8989
fhv_dni455@gmail.com

Skills

- Time Management
- Communication Skills
- Ability to Multitask
- Customer Service
- Fashion Styling
- Marketing and Sales
- Mathematical Skills

Languages

- English
- Spanish

Profile

Motivated and hardworking Retail Store Associate with a love for fashion and design. Adept in working as a productive team member to meet the needs of customers and help to achieve sales goals.

Employment History

Retail Associate , Hen & Henrietta , Santa Fe

JULY 2018 – JULY 2021

- Greeted customers and worked to determine their needs in a professional and enthusiastic manner.
- Remained up-to-date on the latest store offerings, promotions, and sales.
- Collaborated with team members to ensure day-to-day tasks were met with precision in a timely manner.
- Utilized proper selling techniques and product knowledge to provide the best customer service possible.
- Worked to keep the floor neat, organized, and well stocked.
- Followed all store protocols and safety regulations.

Retail Associate, Maxwell's, Santa Fe

APRIL 2015 – MAY 2018

- Greeted customers promptly and with a friendly and engaging attitude.
- Assisted customers in building great wardrobes by providing helpful service and advice.
- Remained up-to-date on product features: colors, fabrics, fit, styles, care, etc.
- Handled check-out transactions and returns with accuracy and speed.
- Complied with company policies and procedures and worked to ensure a safe and happy environment.
- Initiated and assisted in store recovery as needed throughout the day.
- Performed miscellaneous duties as assigned.

Education

BRYAN GLOVER

Retail Associate

CONTACT

bryan.glover@email.com
(123) 456-7890
New York, NY
[LinkedIn](#)

EDUCATION

Diploma
JP Stevens High School
2011 - 2015
Edison, NJ

SKILLS

Critical Thinking
Organization
Customer Service
Accountability
Sales
Communication

WORK EXPERIENCE

Retail Associate

Karla's Boutique
2020 - current / New York, NY

- Collaborated with the owner to help understand which items customers looked for to help increase sales by 11% in 2020
- Engaged 40+ new weekly customers, assessed their needs, and answered questions to ensure a delightful shopping experience
- Oversaw the close-out process 5 days per week to ensure that cash in the register matched receipt totals
- Attended local fashion events as a representative of the boutique to increase brand awareness and drive more customers to the store and website

Sales Associate

Home Depot
2017 - 2020 / New York, NY

- Maintained a positive attitude and extensive knowledge of product offerings to direct customers to the merchandise they were seeking
- Exceeded customer purchase rate targets by 7% and average order size targets by 4% by addressing customer needs
- Managed a 2% return rate, 23% below targeted estimates, through a detailed understanding of product inventory and customer interests
- Recognized as sales associate of the year in 2018

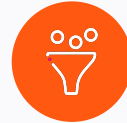
Server

SuperFood Restaurant
2015 - 2017 / New York, NY

- Exceeded sales targets by 16% by up-selling appetizers and drinks based on specific tastes and interests of diners
- Ensured dietary restrictions of guests were adhered to and guided guests to menu items that met their dietary restrictions
- Maintained a customer-oriented environment and ensured prompt, exceptional service to deliver a memorable dining experience for 400+ weekly customers



Text-Driven Hiring is already **failing** to Bring Sufficient Recruitment Results



Low Job Post Conversion – Increase Cost Per Hire



Candidate Drop-Off & No Shows are #1 pain of staffing agencies



Increased Candidates' Mismatching



Candidates' Drop-off in 3 Numbers

83% of employers have been "ghosted"

(Source: Indeed)

57% of employers report that ghosting has
been on a consistent rise (Source: Forbes)

Only **50%** of candidates who sign a
contract show up on their first day (Source: SIA)

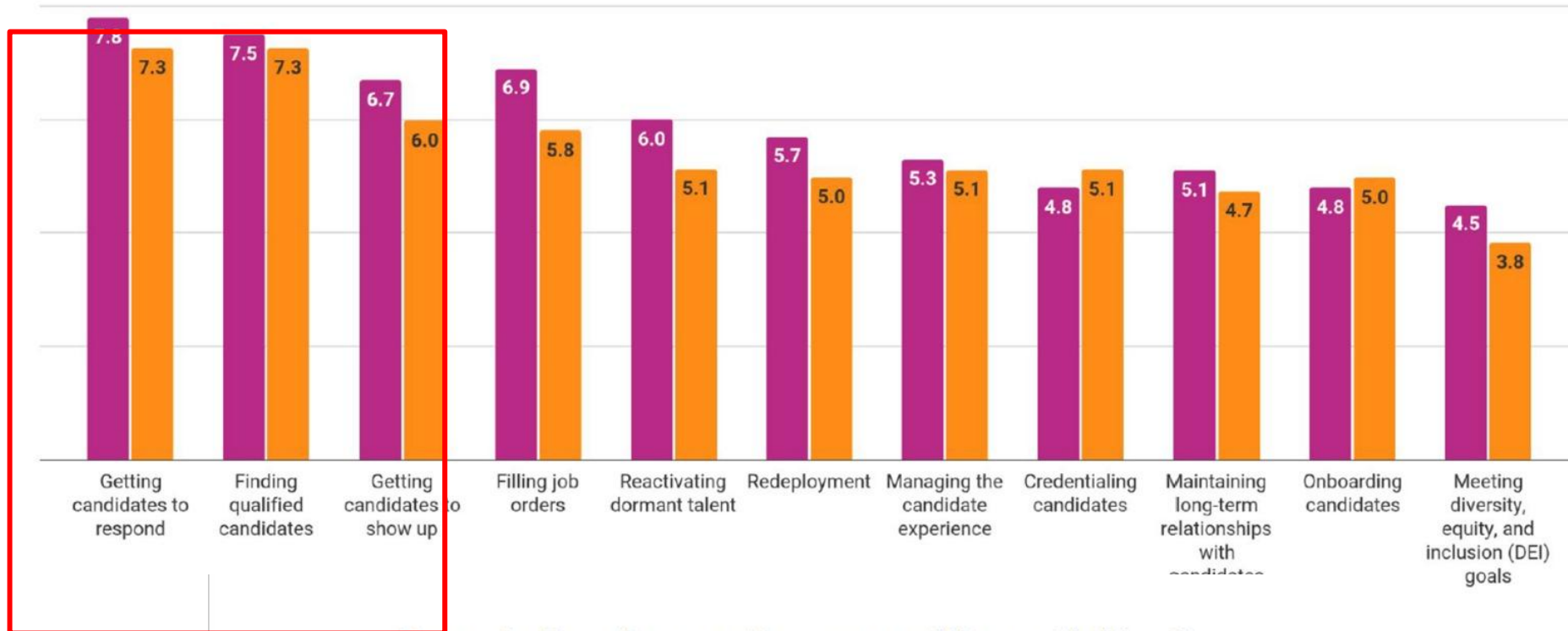


Recruitment's New Reality: The Top 3 Obstacles of Today



How challenging are these recruiting activities?
(1 = Not challenging at all | 10 = Extremely challenging)

■ Slow growth ■ Fast growth



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The High Cost of Candidate Drop-offs



Financial Setbacks
\$500 to \$1000 +
Direct costs per hire



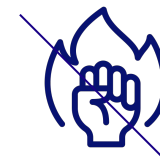
1.5x budget
inflation on rehires



Not Meeting
Hiring Goals



Time
Drain



Lost
Motivation

Introducing TaTiO

Crafting Unforgettable Recruitment Journeys
Using Virtual Job Simulations



TaTiO: Engaging Candidates Beyond Words



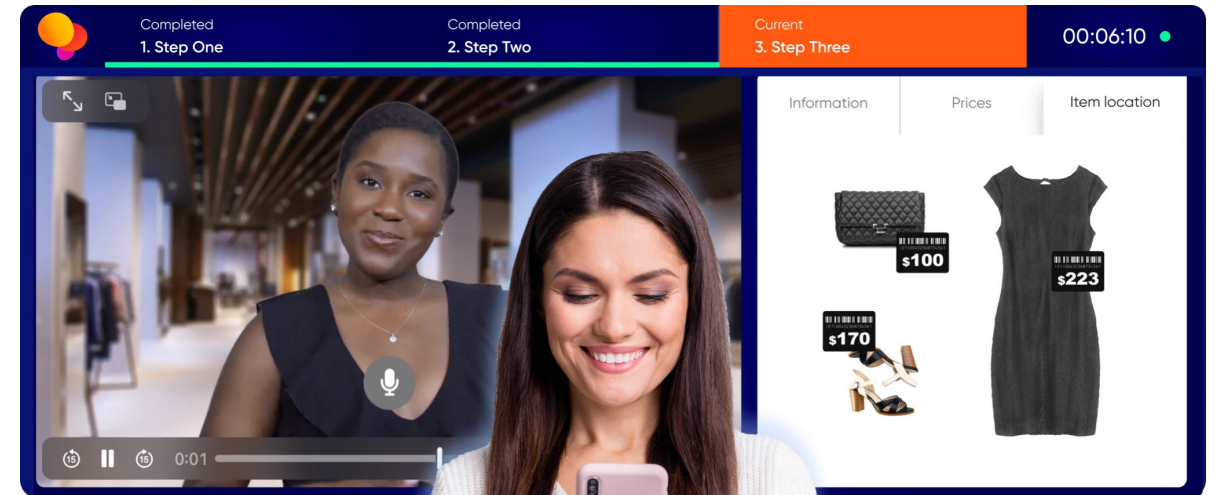
ATTRACT



ENGAGE



SCREEN





Open Discussion



It's time to go beyond words with AI-powered
performanced-based recruiting technology

What the candidate goes through

Home / Simulations / Warehouse / Simulation

Bulk zone 134

Line starts here >

GO TO AISLES

Task 1/8

Items you picked
No items picked yet

Add plastic bag and string

LISTEN

Add

Proof-based hiring wherever you need it

Early Funnel – Increase your application rates

- New scouring method
- Drive early exploration
- Increase average candidate volume per month
- Increase top of the funnel matching accuracy

Middle

- Increase engagement
- Surface relevant candidates
- Qualify candidates
- Matching accuracy

Late

- Drive continued interest for screened candidates
- Better communication with hiring managers

Overall funnel

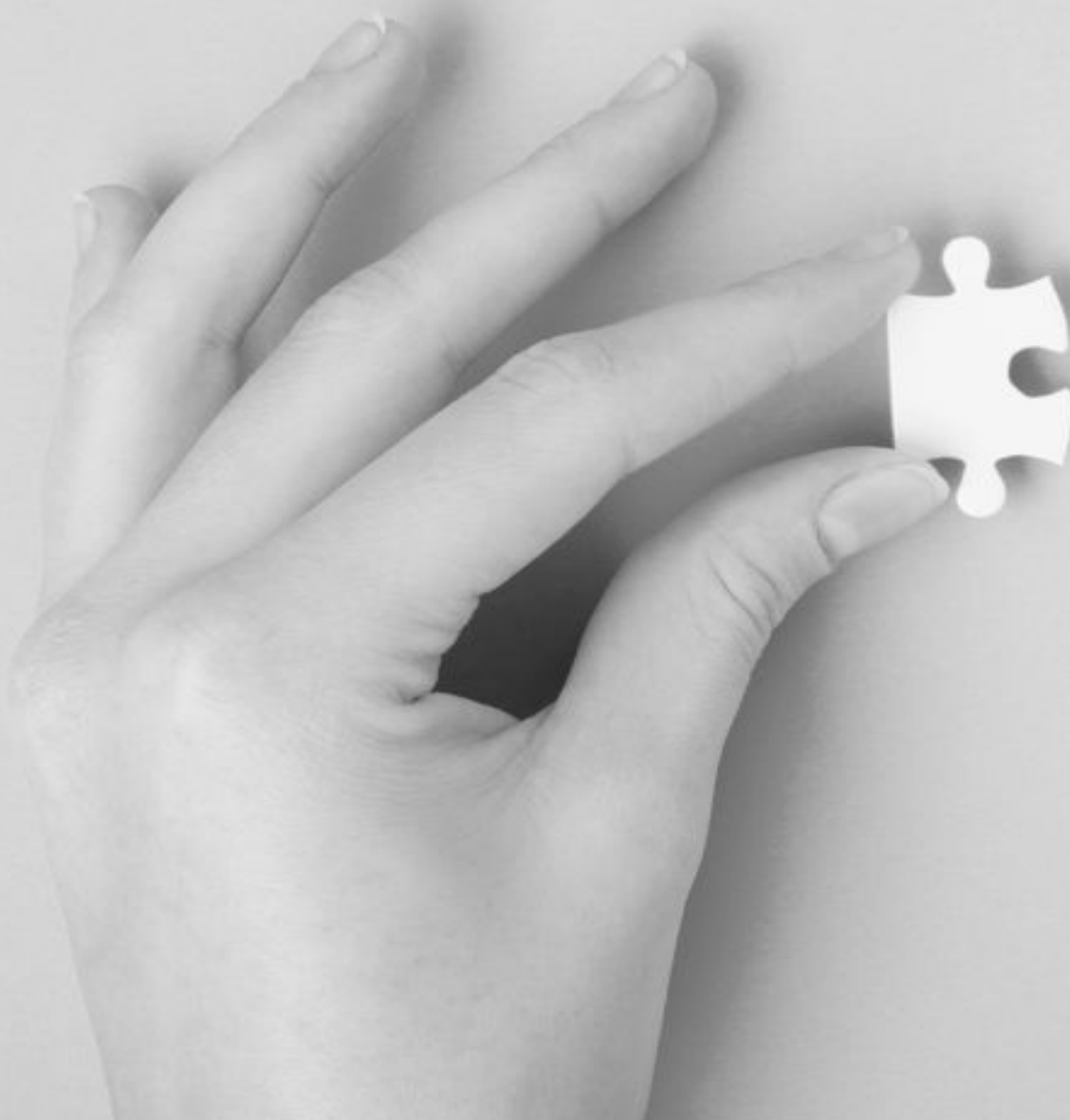
- Reduce cost per hire
- Reduce Time to hire

Graded list of hot leads, Performance based matching

The screenshot shows a CRM interface for managing candidates. The page title is 'Candidates' with a 'Favourites' subtitle. A search bar is located in the top right. Below the search bar, there are filter options: 'Job Name', 'Engagement Score', 'Qualification Score', and 'Date', along with an 'All filters' button showing 4 active filters and a 'Reset' button. The main content is a table with columns for Name, Job Name, Phone, Email, Engagement Score, Qualification Score, and Date. Each row represents a candidate, with a star icon on the left and a chat icon on the right. The 'Engagement Score' is represented by a horizontal bar chart, and the 'Qualification Score' is represented by a circular progress indicator.

	Name	Job Name	Phone	Email	Engagement Score	Qualification Score	Date	
★	Emma Johnson <small>new</small>		(123) 456-7890	emma.johnson@example.c...	<div style="width: 100%;"></div>	95%	08/07/2023	+
★	Olivia Smith <small>new</small>		(123) 456-7890	olivia.smith@example.com	<div style="width: 100%;"></div>	90%	08/07/2023	+
★	Matthew Morgan <small>new</small>		(456) 789-0123	atthew.morgan@example.co	<div style="width: 80%;"></div>	89%	08/07/2023	+
★	Isabella Young <small>new</small>		(678) 901-2345	sabella.young@example.con	<div style="width: 85%;"></div>	90%	08/05/2023	+

TaTiO Benefits



+20%

Applicants

70%

Retention

50%

Application to
interview rate

2X

Faster hiring



Use Cases



Use case # 1

Increase your application rates

Add TaTiO to your sourcing efforts

- Drive early exploration
- Website
- Job ads

Benefits

- Rise above the noise
- Attract new untapped candidates
- Increase average candidate volume
- Increase top of the funnel matching accuracy

Stop applying for hundreds of jobs. Become a qualified candidate now.

GET JOBS NOW



Business Case Study: How TaTiO Helped Enstructure hire Forklift Operators in Record Time



Background

Enstructure is a US-domestic maritime logistics company with approximately 1,000 employees. Enstructure owns and operates an integrated network of marine terminals, warehouses, cold storage, and logistics assets across the eastern half of the United States, with over a dozen operative locations.



The Challenge

Enstructure is urgently needed to hire forklift operators in high volume due to a new client's rapid demand surge. However, the warehouse managers were constrained by workflow and lacked the time to interview hundreds of candidates. Enstructure needed a solution that offered reliable, engaged candidates to hire and retain as many as possible.



The Results

- Increase application rates by 25% compared to previous methods
- Schedule interviews with 49% of candidates who completed the assessment
- Achieve a 90% show-up rate for interviews
- Hire 75% of TaTiO's candidates who were interviewed
- Reduce time to hire from two weeks to one week



Use case # 2

How TaTiO helped WIX improve Conversion Rates

Wix is a publicly traded tech company that provides cloud-based web development services. Wix has approximately 5,000 employees and operates internationally, with over 200 million users worldwide.

The Challenge:

Wix faced the challenge of supporting a large number of new clients and needed reliable customer service representatives in high volumes due to tremendous growth. However, the managers were constrained by heavy workloads and the time-consuming six-step hiring process that was not sufficiently predictive of candidate qualification. Wix needed a more efficient and urgent solution.

Results:

80% of our candidates showed to the interview
Time to hire- 3 weeks (50% faster)
78% retention within 4 months of hire
1 in 5 were hired!

WIX.com



Next Steps

Are you ready for **Proof-Based** Recruiting?

Experience the power of TaTiO's Virtual Job Simulation today!



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