

# How Sukhi reduced time spent on candidate shortlisting by 83%



**TestGorilla**

# Introduction

Sukhi is a social enterprise where consumers can purchase handmade rugs from artisans at an affordable price.

By eliminating the cost of warehouse and stores, Sukhi is able to help these artisans sell to people around the world. Nasia Burnet started the company with rugs and carpets from Kathmandu and grew from there. Now, Sukhi has rugs and carpets from Nepal, India, Morocco, and Turkey.



**Nasia Burnet**  
Founder  
Sukhi

# Challenge

As Sukhi grew, it became necessary to make hires to help share the burden of this growing enterprise. Nasia found plenty of candidates through UpWork and other channels.

In fact, you might say she found too many. When Nasia announced that she was hiring a customer support specialist 1,200 candidates applied! That's the good news. The bad news is that about 75% of the 1,200 were not qualified for the role.

**"Not only did I spend a lot of time on candidates who weren't a good fit," Nasia said, "but I also ended up making some mishires."**

For example, a candidate for another role said they had skills with Photoshop, but it became clear that they weren't as skilled as they said once they were on the job. This led to wasted time and money on training.



## Solution

Nasia needed to find a way to spend less time interviewing candidates who weren't a good fit. She also needed to implement a better process for determining which candidates truly had the skills they claimed.

She did this by setting up assessments in TestGorilla and then, instead of contacting candidates by email right off the bat, she began including a link to the TestGorilla assessment in the job posting.

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**Two features that helped were video questions and public links.**

With TestGorilla's video questions Nasia was able to give each candidate an opportunity to go a little deeper into their qualifications without having to coordinate schedules and setting aside time for interviews.

Then, once she knew who she wanted to move forward with, she could invite those candidates to a more traditional interview.

Using TestGorilla's public links for assessments, Nasia was able to find out:

- who was serious about the role, and
- who had the skills necessary to perform the role

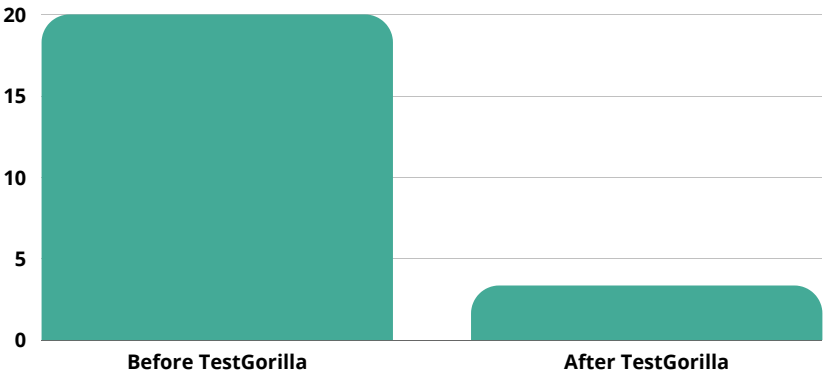
before moving on to the next stage of the hiring process.

# Results

Once Nasia began using TestGorilla's online skills tests at the top of the hiring funnel, **she was able to reduce the amount of time she spent shortlisting candidates by 83%.**

Since she knew the people she was inviting to later rounds of the interview process had the skills she needed, Nasia was able to reduce mishires, speed up the hiring process, and spend more time on other aspects of her business.

Time shortlisting candidates (hours)



**"I've made fewer mishires because now I know if a candidate has the skills for the job before I even invite them for an interview!"** —Nasia Burnet, Founder, Sukhi



# Shortlist candidates more efficiently with TestGorilla

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