



Supporting job candidate satisfaction with intelligent automation

How FloCareer is planning to expand its global team with responsible AI



How does a business maintain the hiring levels necessary to conduct thousands of technical interviews while also delivering a positive experience for candidates?

“Right now, our freelance interviewers complete 20,000 technical interviews a month for customers across the globe,” explains Warren Sukerne, Vice President of Marketing at FloCareer. Through its Interview-as-a-Service (IaaS) platform, FloCareer helps its customers achieve a 70% reduction in their hiring turnaround time. It also offers a positive experience for job candidates. Currently, FloCareer’s candidate satisfaction rate on post-interview surveys is 94%.



FloCareer aims to maintain a robust pipeline of interviewers with a broad range of technology skills. “In the tech world, the skills in demand are always changing. We need to be ready to help our customers hire technologists who are experts in the latest coding languages and methodologies,” notes Sukerne.

FloCareer’s continued success depends on its ability to diversify its roster of interviewers and empower them to deliver a positive experience for their customers as well as job candidates. This is why FloCareer turned to [ThisWay Global](#) (link resides outside of ibm.com) and [IBM® watsonx Orchestrate](#).

“We source candidates for our open interviewer roles using ThisWay Global’s platform and then we look to IBM watsonx Orchestrate to automate the outreach to qualified candidates. As we continue expanding our adoption of IBM watsonx Orchestrate, we will also be automating interview scheduling. All of this will help us shorten our own hiring turnaround time and grow our team more efficiently.”

Warren Sukernek , Vice President
of Marketing, FloCareer

FloCareer aims to
grow its staff by

10%–20%

with the help of [responsible AI](#) and
intelligent automation

FloCareer conducts

20,000

technical interviews each month

Optimizing hiring turnaround times

FloCareer partnered with ThisWay Global and implemented IBM watsonx Orchestrate in order to expand its pipeline of potential interviewers, take steps toward [removing](#) (link resides outside of ibm.com) unconscious bias from its hiring processes, and improve the efficiency of its candidate communications and scheduling.

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automating interview scheduling. All of this will help us shorten our own hiring turnaround time and grow our team more efficiently,” explains Sukernek.

ThisWay Global offers FloCareer a database of 169 million diverse candidates powered by an unbiased AI-powered matching [algorithm](#) (link resides outside of ibm.com) that makes it easier for the FloCareer team to ethically source and identify qualified interviewers for its business. Powered by the latest AI technology and extensive integrations, watsonx can handle interview scheduling and follow-up communications, freeing up the FloCareer team to focus on relationship-building and delivering a positive experience for the candidates applying for its open interviewer roles.

“These platforms make the process of finding top talent much easier. Overall, they increase the effectiveness of the hiring process and streamline the recruitment workflow.”

Nasar Mirza, Onboarding Manager, FloCareer

Improving productivity and delivering a positive candidate experience

Now that the implementation is well underway, FloCareer can ask watsonx in natural language for job candidates and receive a list of highly qualified professionals within seconds, thanks to the ThisWay Global [integration](#) (link resides outside of ibm.com). The team can refine the list as needed and quickly begin candidate outreach using watsonx. “These platforms make the process of finding top talent much easier. Overall, they increase the effectiveness of the hiring process and

streamline the recruitment workflow,” explains Nasar Mirza, Onboarding Manager at FloCareer. All of this leads to improved productivity, great hires, and a positive candidate experience.

As it advances its adoption of these solutions, FloCareer aims to increase its roster of freelance interviewers globally by 10%–20% and add expertise for new technologies including prompt engineering and large language models (LLMs).

Going forward, it plans to explore opportunities to serve customers in new verticals who are recruiting candidates across different functional areas as well.

“We are excited to continue our collaboration with ThisWay Global and IBM watsonx Orchestrate to grow our team and continue delivering an excellent candidate experience,” says Nasar Mirza, Onboarding Manager at FloCareer.



About FloCareer

Since 2019, [FloCareer](#) (link resides outside of ibm.com) has been empowering startups and enterprises to scale their R&D organizations through its Interview-as-a-Service platform which enlists freelance software developers to conduct technical interviews. Since its founding, FloCareer has conducted over 500,000 interviews all over the world. Its mission is to help its customers hire faster, better and at scale by providing a robust and diverse pipeline of freelance software developers and empowering them to deliver a rigorous hiring process across a wide variety of technology roles.

Solution component

- IBM watsonx Orchestrate



About ThisWay Global

[ThisWay Global](#) (link resides outside of ibm.com) is an award-winning, Google-accelerated, venture-backed leader in the HR tech industry. The company's commitment to bias removal, candidate-to-job matching technology and certified diversity supplier (WBENC) status gives it a significant lead over its competition. ThisWay is an IBM Silver Partner and the initial go-to-market partner of IBM watsonx Orchestrate. ThisWay Global's proprietary network has more than 8,500 unique diversity-based partners, providing companies and governments with a unique database of highly-skilled candidates, reducing bias and increasing diversity across all industries. The privately-held company's headquarters are in Austin, Texas.

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