

A Talent Screening and Assessment Platform

Integrity Marketing Group: Rapid Growth Demands an Efficient Applicant Screening Strategy

Customer overview

Integrity Marketing Group is the nation's leading independent distributor of life and health insurance products focused on serving the Senior Market. From Medicare to Final Expense Integrity understand the market space. Founded in 2006, Integrity develops products with insurance carrier partners and markets these products through its distribution network with over 275,000 independent agents. Integrity serves over one million clients a year with almost 1,200 employees. In 2020, Integrity expects to place more than \$3 billion in new premium.

Business Challenges

Integrity Marketing Services had gone through many Mergers and acquisitions. With each merger and acquisition the company faced growing challenges in talent acquisition. This included expanding the workforce rapidly and ensuring talent hired was the right fit. The challenge was finding a way to separate the right talent from the swarm quickly and efficiently. Traditional Recruitment process was lengthy and laborious. Hiring managers and recruiters were investing generous amount of time on combing through hundreds of resumes, narrowing down candidates, and then phone screening from the latter subset to find finally find a right fit. Outlined issues are below:

- ✔ Invested time in reviewing irrelevant resumes and even spam resumes
- ✔ Find the competent employees without having to invest additional resources
- ✔ Scheduling conflicts for Hiring managers and candidates
- ✔ Phone screening responses were not documented and could not be referenced by hiring manager
- ✔ Skill assessments were not equipped to prevent bait-and-switch tactics

Solution

With a dramatic increase in both mergers and acquisitions at Integrity Marketing Services there was need to hire quickly onboard talent to keep up with business needs. The company then sought an opportunity to streamline its recruitment process by partnering with Ducknowl in late 2019. While using the platform only a short amount of time Integrity quickly found were already able to drastically reduce time spent reading resumes. Instead they used the propriety Ducknowl technology to narrow down most qualified resumes by automating the resume screening. Additionally, the hiring team was able to utilize the video screening feature to further gauge the candidate's skillset beyond the resume. Furthermore, Ducknowl's proxy prevention technology helped hiring managers create tailored assessment tests for verification of candidate competence for required position. All these features resume screening, video screening, and tailorable skill assessments require very little time investment for hiring managers while also increasing efficiency.

“Thanks to more effective screening, 1 of every 2 candidates that come to an in-person interview gets hired. It means 50% savings in time invested from recruiters and hiring managers. We found that administering Ducknowl to our existing recruitment and was a great economic solution” – Harsh Singla, VP of Technology, Integrity Marketing Group

The breakdown:

Here's a breakdown of the savings from using Ducknowl tool for filling just one position, using an estimated hourly wage of \$40/h and 3 minutes time per resume for the company's HR Manager.

Let's suppose 100 candidates applied.

Cost before Ducknowl	Cost after deploying Ducknowl
HR Managers Needed = 1 Expertise Managers Needed = 1 (JavaScript, HTML)	HR Managers Needed = 1 Expertise Managers Needed = 1 (JavaScript, HTML)
Manual Screening & Interview	Ducknowl Screening
<ul style="list-style-type: none"> ✔ Read 100 résumés = 5h x \$40/h = \$200 ✔ Phone 30 candidates = 10h x \$40/h = \$400 ✔ Interview 5 candidates (x 2 managers) = 5 x 2 x \$40/h = \$400 	<ul style="list-style-type: none"> ✔ Screening for 100 candidates = 30 min x \$40/h = \$20 ✔ Narrow candidates to 30 resumes = 30mins x \$40/h = \$20 ✔ Video & Skill assessment of 30 candidates = 2.5h x \$40/h = \$100 ✔ Phone 3 candidates = 30 min x \$40/h = \$20 ✔ Interview 2 candidates (x 2 managers) = 1h x 2 x \$40/h = \$80
Total Time and Monetary Cost without Ducknowl	Total Time and Monetary Cost using Ducknowl
<ul style="list-style-type: none"> ✔ Time Spent = 25h ✔ Financial Cost = \$1,000. 	<ul style="list-style-type: none"> ✔ Time Spent = 5h ✔ Financial Cost = \$240

Conclusions

By using Ducknowl in our HR selection and recruiting processes, we reduced the costs of the selection by 76% and the time spent on the process by **80%**. The managers' time was only spent on the very best candidates, and the repetitive résumé reading was eliminated completely. Hiring process was entirely based on conscious reasoning, instead of intuition.



Time Saved

25h versus 5h = 20 hours saved 20/25
= **80% reduction in hours**



Monetary Savings

\$1,000 versus \$240 = \$760
Saved 640/1000 = **76% monetary savings**

About Ducknowl

Ducknowl is a Talent Screening and Assessment platform which combines the power of resume sorting, video screening, skill assessment test, proxy prevention and ATS integration. It provided recruiters 360-degree view of all the applicants to make the right hiring decision for recruiters. To learn more about what Ducknowl can do for your company, visit our website, www.ducknowl.com.

Why Ducknowl?

- ✔ Save time throughout hiring process.
- ✔ Eliminate conscious and unconscious bias from hiring decisions.
- ✔ Collect quantitative data to make hiring decisions more legally defensible.
- ✔ Easily integrate with your current ATS.
- ✔ Adhere to EEO, SOC2, ADA and Data Privacy Compliance.
- ✔ Save money with no activation fees and no annual contracts -- only pay for what you use!

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