



HOW POKERSTARS REDUCED **TIME TO HIRE BY 30%**

ABOUT THE COMPANY:

PokerStars is a sports betting, gaming and entertainment provider recruiting across seven countries worldwide.

THE CHALLENGE



**BORYANA
BORISOVA**

Talent Acquisition
Manager



Innovative technologies in iGaming and entertainment; multiple offices in Canada, the US, UK, Bulgaria and India; and a successful merge with Flutter Entertainment Plc in 2020, on the course for success, PokerStars has multiplied its team in recent years. As the company grew, hiring propelled itself to the top of the list. To meet the demands of hiring for growth, PokerStars needed to take a good look at their manual hiring processes.

The length of time from application to offer, or “time to hire”, is one of the most important metrics for PokerStars’s recruiters. In fact, taking

too long to fill a role increases the cost per hire and comes with the risk of losing high-quality talent as many candidates lose interest if the process is lengthy. Before Codility, the PokerStars team sent technical tests manually. Naturally, it was time-consuming to prepare them, check the solution, and follow up with the candidate. “We quickly realized that the longer the application process, the more likely the candidates would accept the counteroffers,” says Boryana. “So in the age of the candidate experience, the speed to hire became of the essence” she adds.

“Before we started using Codility, our speed to hire was on average 100 days in Canada and 60-70 days in Europe. Any improvement to reduce it was a huge advantage. Every day counted.”

CURRENT CHALLENGES:



Time to hire: **100 days** in Canada and **70 days** in Europe



Time-consuming, **manual process** with increased cost per hire



The risk of **losing top talent** from the pipeline

THE IMPLEMENTATION

The Codility platform could solve these problems. “As a dynamically changing company in iGaming, we wanted to invest in future technology,” says Boryana. The first task was to improve the collaboration between the hiring managers and the recruiters, making sure everyone is up to speed with the new technology. “Codility organized a round of training for the entire team. We did three educational sessions for our hiring managers and the talent acquisition team in different locations and time zones,” says Boryana. “Our Customer Success Manager at Codility helped us structure the work for all the teams and divisions, making sure the collaboration within the team is much more efficient” she adds.

The next step was to build a standardized interview process for our technical positions, get rid of manual tests, and minimize the engagement of the engineering team for a maximum speed of hire.

“With Codility our recruiters know exactly what to do. The tests can be scheduled in time, have a certain time limit, and can be easily reviewed with a hiring manager. On average, it takes 1 day and 8 hours for a candidate to complete the test. All that helps us make faster decisions.”

As a result, whenever the role requires it, the technical interviews at PokerStars start with a pre-selection and phone screening with a TA Specialist, followed by a CodeCheck take-home assessment, or a quick interview with a Hiring Manager via CodeLive where the candidate can show off their coding skills in real-time. After the candidates are automatically scored and graded, the hiring team can meet to discuss the feedback, and make the final decision.

“The feedback we receive from the candidates has never been better. Their experience certainly improved, but most importantly, the entire process is faster and smoother, it’s a relief for the entire team” says Boryana.

THE RESULTS

After 10 months, over 60 hiring managers and recruiters already actively use Codility to hire better candidates faster. “We receive multiple requests from our hiring managers to get additional access. Our collaboration improved, and the teams are open for innovation,” says Boryana. Together, the team conducted over 296 CodeCheck assessments and 116 remote

interviews using CodeLive. That ripple effect impacted the way PokerStars engages with their applicants, improving the candidate experience, and most of all, saving time and internal resources. And what does TA do with so much saved time? The PokerStars team concentrates on further diversity and inclusion projects as the top goal for 2021. “Because the operational processes are in place

with Codility, we can devote all that time to something else. Through our new projects, we’ll make sure our workplace is even more accessible for top and diverse talent.”

“We managed to cut down the speed to hire from 100 days in Canada to 70-80 on average. We also see a dramatic change in Europe - going down from 60-70 days to 40-50 days from application to the start day. This way we’re making sure we are not missing out on the most qualified candidates.”



60+ hiring managers and recruiters actively use Codility



Assessed over **296 engineers** with CodeCheck in **10 months**



Conducted **116 remote interviews** with CodeLive



Time-to-hire reduced by **30%** in both Canada and Europe



Average test completion time: **1 day** and **8 hours**