zeenna

CUSTOMER STORY

Retail | Candidate engagement | Pre-screening

GrandOptical swapped a 15-minute call for a 1-minute review.

GrandOptical's Czech and Slovak stores hire for sales and optics roles. Zeenna now handles first contact and pre-screening, and half of candidates respond within an hour and a half.



Industry	**Optical retail**	Market	**Czechia and Slovakia**	Roles	**Store sales and optics**
Group	**EssilorLuxottica**	Group headquarters	**France**	Group stores worldwide	**18,000**

RESULTS WITH ZEENNA

82%
of invited candidates responded
154 of 187 invited candidates, February 2026

53%
of applications arrived outside office hours

1.5 h
for half of candidates to respond
Median response time, November 2025 to June 2026

1 min
to review a candidate, instead of a 15-minute call
In the recruiter's own words

Zeenna platform data for GrandOptical's stores in Czechia and Slovakia, store sales and optics roles.

THE CHALLENGE

Every check was a 15-minute call.

01 A verification call took around 15 minutes per candidate.

02 Candidates dropped off between applying and first contact.

03 The team needed first contact to scale across roles without adding calls.

BEFORE AND AFTER

	BEFORE	WITH ZEENNA
Checking one candidate	A 15-minute verification call	**A 1-minute review**
Candidate response	Many candidates never reached	**82% of invited candidates responded**
Speed	Contact waits for a free recruiter	**Half of candidates respond within 1.5 hours**

- More qualified interviews, because the basics are clear before anyone books a slot.
- Better reachability and fewer no-shows.
- Recruiters get back the time they used to spend on the phone.

HOW ZEENNA HELPED

First contact runs itself. Recruiters review.

1. **Automatic invitation**
   Every candidate receives an invitation as soon as the application reaches Zeenna, day or night.
2. **Chat interview on the phone**
   Candidates answer the first-stage questions in a few minutes, from wherever they are.
3. **One-minute review**
   The recruiter reads the result and decides on the next step. No call needed for the basics.

> **"I'm amazed at how much time this tool saves and how much easier it makes my work. Instead of a 15-minute call, I review all necessary information in just 1 minute."**
>
> **Pavla Cinglanská**, Senior Talent Acquisition Specialist, GrandOptical, CZ&SK branch

No application left waiting.

AI does the routine. People make the decisions.

Book a demo
zeenna.ai/contact
zeenna.ai/grand-optical