zeenna

CUSTOMER STORY

Retail | Candidate engagement | Pre-screening

New Yorker pre-screens 86% of candidates within 24 hours.

By phone, the recruiting team reached only 40% of candidates. With Zeenna running first contact and pre-screening, recruiters read finished answers instead of chasing calls.



Industry	**Fashion retail**	Market	**Czechia**	Headquarters	**Germany**
People worldwide	**26,000+**	Stores worldwide	**1,300+**		

RESULTS WITH ZEENNA

86% of candidates pre-screened within 24 hours

3 h of recruiter time saved every day

80% less recruiter time on first-stage checks

1 min to review a candidate

Figures reported and confirmed by New Yorker's recruiting team in Czechia. The 40% phone reach is the team's figure from before Zeenna.

THE CHALLENGE

Most candidates never picked up the phone.

01 Only 40% of candidates were reached by phone.

02 Each verification call took over 10 minutes.

03 Availability, location, start date and language level were checked by hand, one call at a time.

BEFORE AND AFTER

	BEFORE	WITH ZEENNA
Reaching candidates	40% reached by phone	**86% pre-screened within 24 hours**
Checking one candidate	A call of over 10 minutes	**A 1-minute review of finished answers**
Recruiter day	Hours of verification calls	**3 hours back every day**

- More suitable candidates captured, because far more candidates get through the first step.
- Structured, consistent answers for every candidate within 24 hours.
- Recruiters spend their time on the candidates worth a conversation.

HOW ZEENNA HELPED

The same questions, answered in a chat.

1. **Every candidate is invited**
   Zeenna contacts each new candidate automatically, 24/7, so nobody waits for office hours.
2. **The basics are covered in chat**
   Availability, location, start date and language level are asked in a short conversation instead of a call.
3. **The recruiter reviews and decides**
   Answers arrive structured and ready to review in about a minute. The recruiter decides who moves forward.

> **"I was only reaching 40% of applicants and manually checking availability, location, start date, and language level, costing me valuable time. With Zeenna, I instantly get all the key info and capture far more suitable candidates."**
>
> **Jana Rys Rachůnková**, HR Manager, New Yorker

No application left waiting.

AI does the routine. People make the decisions.

Book a demo
zeenna.ai/contact
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