Candidates screening in LinkedIn & interview scheduling in Google Meet as HR recruiter process

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Abstract: **LinkedIn based recruitment is gaining new grounds in retail jewellery companies like BlueStone. This research is based on my 2 months HR internship in BlueStone Camac Street store in Kolkata from IEM Kolkata college. Recruitment analytics and relevant HR metrics are responsible for a deep knowledge-based analysis of candidates. In BlueStone HR, we first advertise in LinkedIn for a job opening like openings for SE, SSE, ASM or SM job roles. For each position approximately 750 resumes arrive in mailbox. One-third is selected and rest are rejected resume in LinkedIn based on job knowledge and work experience. After that selection of candidates take place and Google Meet interviews are taken and relevant resumes are selected for job offer. The entire process takes 2-6 days to complete for 100 screened resumes. In this paper, I [Rohan Sarker] did extensive research on BlueStone stores by interviewing Dhriti Chatterjee [HR – BlueStone Kolkata] to understand recruitment plans and methodologies.**

Index Terms: **HR, Interview, Location**

I. INTRODUCTION

In BlueStone, we first create job advertisement in LinkedIn and publish the job ad. In Fig. 1, we show how to create and attract potential candidates for job designations like Sales Executive [SE], Senior Sales Executive [SSE], Trainee, Intern, Store Manager [SM] & Assistant Store Manager [ASM]. When a candidate applies in LinkedIn, his profile with the resume is sent to east.hiring@bluestone.com mailbox as shown in Fig. 2 and Fig. 3. This improves our efficiency in candidate searching. LinkedIn proves to be a great HR tool compared to Naukri or Shine or Monster or Indeed.

We do HR recruitment analytics by using software coded techniques which is outside the scope of this research document.
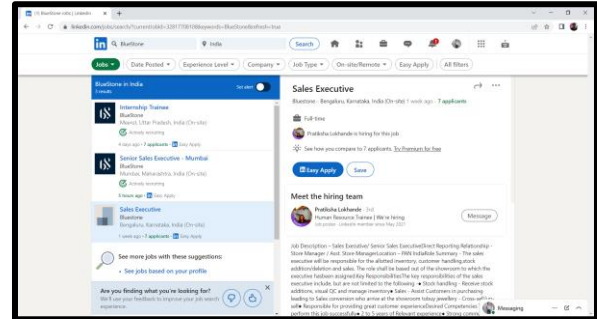

Fig. 1: Create & display LinkedIn job advertisements.

Cost of hiring can be reduced to a much lower extent by using premium versions of LinkedIn as it has better coverage.
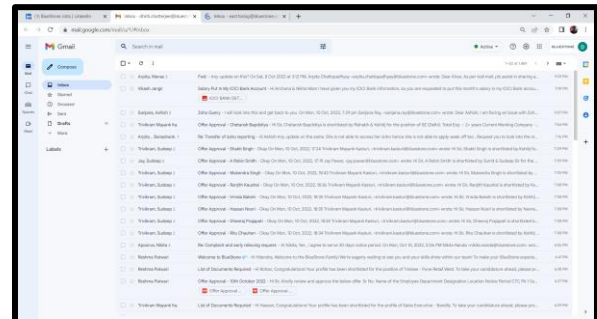

Fig. 2: CV screening according to job experience.

Screening is not done by AI method like ZOHO Recruit. Here in BlueStone, screening of resumes is not automated and is manual and it depends upon the skills of the HR recruiter.

In my research on BlueStone HR recruitment, I was helped by Dhriti Chatterjee & Dibyendu Panda. Research documentation is done as per BlueStone standards.
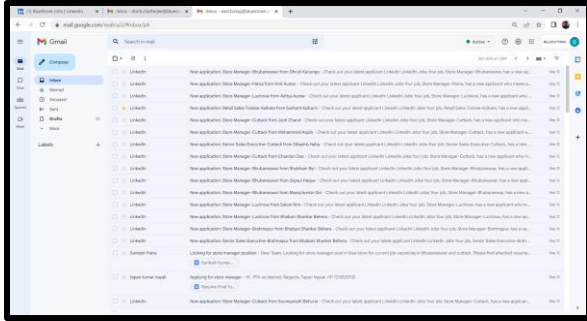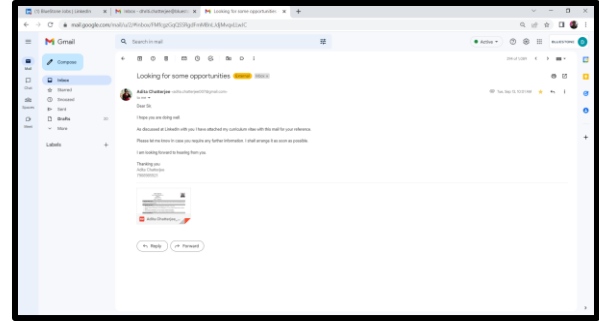
Fig. 3: LinkedIn job resumes screening.

II. RESUME SCREENING & RESUME UPLOADING

Let us now investigate the HR process in BlueStone Camac Street store in Kolkata by understanding the snapshot images from Fig. 4 – Fig. 12 consecutively.
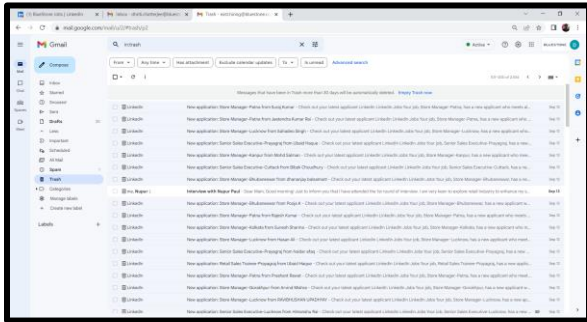

Fig. 4: Deletion of irrelevant resumes from LinkedIn.

First we delete resumes to do resume screening as per HR knowledge of recruitment job analysis.
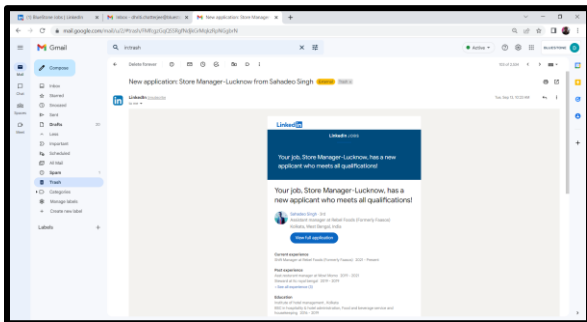

Fig. 5: Download resumes from LinkedIn job posts.

We download resumes if the applicant appears to be a potential recruit. Say for example, experience from rival jewellery like CARATLANE, TANISHQ, etc can be a great factor to improve our goldsmith, craftsmen or salesmen / saleswomen skills.

Fig. 6: Download resumes for direct mail from candidates.

For direct mail job applications, we download resumes of the applicants in WORD or PDF formats. We insert data like reference, candidate name, phone number, email, resume link in Google drive, Interviewer 1 – 3, Interviewer feedbacks & preferred job location [Say, Ayodhya or Gorakhpur for UP resumes]. We are having the following zones for recruitment: UP, Bihar-Jharkhand, West Bengal, Odisha & North-East. Each zone has separate ABM [Area Business Managers].
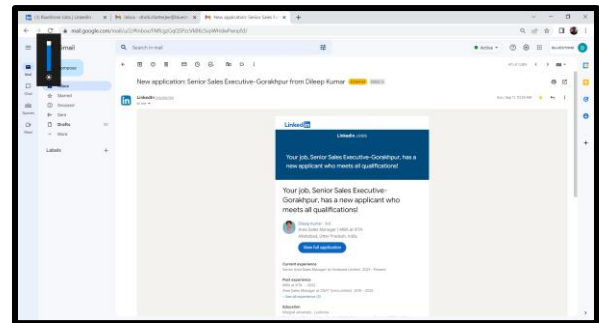

Fig. 7: Checking experience in job data handling from LinkedIn posts.

Normally as shown in Fig. 7, we check relevant experience in job handling [Say jewellery store experience or Fashion store experience] while screening resumes.

We do job description study as HR recruiter to analyze potential recruitment defects or bias or bottlenecks. We do funnel analysis for how many candidates applied [Say, 3000] and how many were screened for interviews in Round 1 [Say, 600] and how many got selected for Rounds 2 or 3 [Say, 30] and how many got recruited by BlueStone [Say, 10]. In Fig. 8, we show the [Download Resume] button for LinkedIn posts.
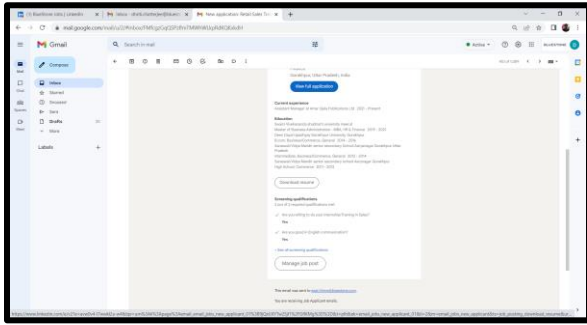
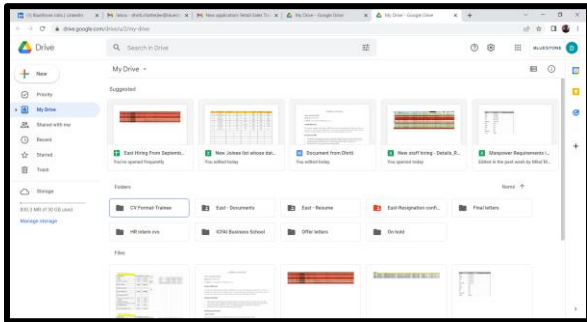Fig. 8: Download Resume button from LinkedIn posts.

Fig. 9: Google Drive location for BlueStone for East – Hiring.

Now we check the Google Drive location for BlueStone East – Hiring as shown in Fig. 9. We put candidate documents [Like PAN Card, AADHAR Card, etc] in "East Documents" folder & resumes in "East Resume" folder.
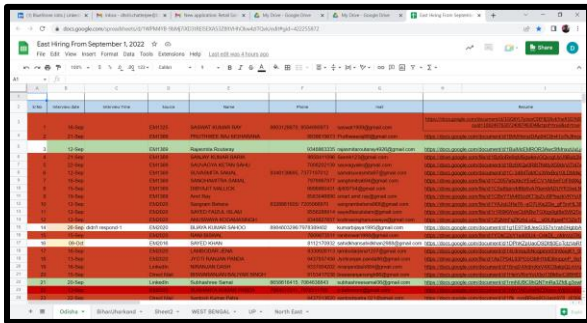

Fig. 10: Resume Screening status in BlueStone Kolkata as shown by proper colour codes.

Rejected candidates are shown as colour "RED" in Excel as shown in Fig. 10. Selected candidates after final round is shown be "GREEN" colour as shown in Fig. 11.
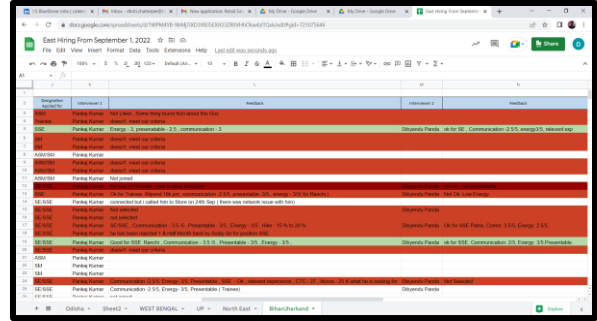

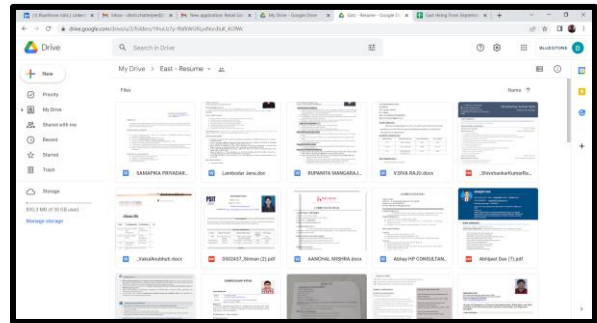Fig. 11: Interview scheduling from BlueStone Excel.

Fig. 12: Google Drive location showing all the screened applicants resumes.

Google Drive location for resumes is shown in Fig. 12. We get drive links for each resume and we put the link in EXCEL. We also attach resumes in Google Meet Video Interview mail [Interview duration: 5 or 10 minutes (maximum)].

III. GOOGLE MEET INTERVIEW SCHEDULING

The next job for BlueStone [www.bluestone.com] recruiter is to first know the timings for which candidate is free to get interviewed and then schedule his / her interview in Google Meet. Google Meet is a popular Video interview software compared to Zoom or Microsoft Teams.

We look into this case scenario by going through Fig. 13 – Fig. 17. Video interview has the following advantages over telephonic interviews as voice clarity is more, easy documentation and recording and easier screening by interview scoring methods.
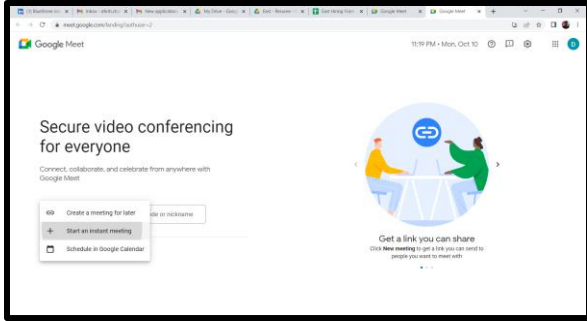
Fig. 13: Google Meet screen for creation of Video interviews with potential candidates.
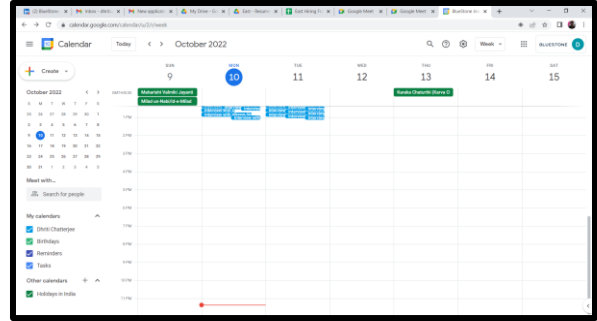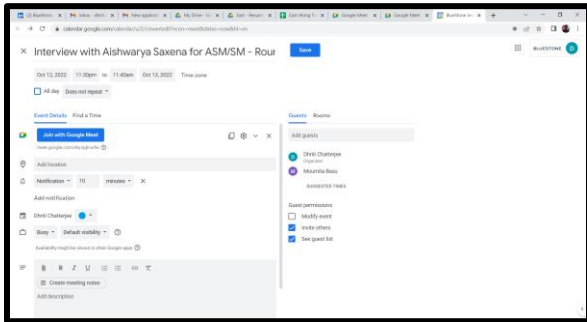

Fig. 14: Google Meet screen for interview scheduling for various interviewers.

As shown in Fig. 13 & Fig. 14, we create interview by giving title for interview, interview time slots, adding email addresses of interviewer and interviewee, resumes, etc.

Fig. 15: Google Meet screen showing interview slots for BlueStone.

In Fig. 15, we see the interview slots as on a particular day. This is vital to know all the interviews to be taken on a single page in Google Meet.

Fig. 16: Google Meet screen showing date wise interview slots.
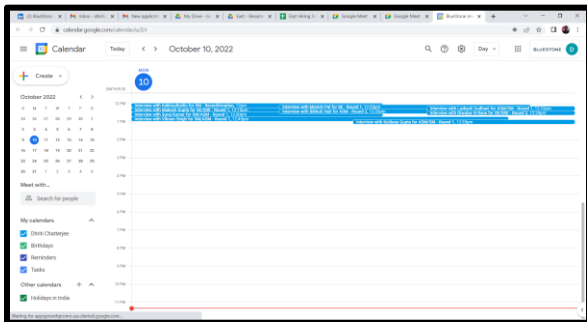

Fig. 17: Google Meet screen showing interview slots on a particular date.

Figures 16 – 17 show day wise or week wise interview slots displays.

IV. RESEARCH ANALYSIS FOR BLUESTONE

BlueStone is following this HR methodology in Camac Street Kolkata store. This method of recruitment can be used in Retail stores like Pantaloons, Flipkart, Snapdeal, JioMart, etc. This can add revenues in crores. We can improve this recruitment and screening method by application programming via coding the candidates' skills.

V. HR DATABASE ANALYSIS FOR BLUESTONE

BlueStone can create a candidate database by purchasing database from Indian IT companies like Wipro or TCS. This database can improve recruitment screening efficiency by 20-30 %. We can save time and money on recruitment by this method. Database in Oracle can be helpful to potential recruiters to screen,

map, integrate and analyze candidates in SMIA method.

VI. CONCLUSION

The following research will be helpful for companies like Reliance Retail to improve their candidate screening and better turnover figures. The BlueStone project can bring 5 Crores of revenue in Fashion & Retail industry.

ACKNOWLEDGMENT

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