

SUMMARY

Cathay Pacific Airlines: Reduced Hiring Time with Video Interviews

THE CHALLENGE

Cathay Pacific Airlines had a manual, high-volume hiring process that suffered from low interview attendance rates that prolonged the interview phase. As a result, it took Cathay Pacific's recruiters months to fill flight attendant and customer service roles.

THE SOLUTION

Cathay Pacific used HireVue to replace phone screening with on-demand video interviews that candidates complete on their own time for recruiters to review. Those who pass the video interview are invited into the office for a final round assessment.

THE RESULTS

By incorporating HireVue's video interview, the no-show rate for the final interview dropped 30%, which has helped Cathay Pacific reduce hiring time from three months to about three weeks. In addition, many of the positions have language-proficiency requirements. Incorporating the video interviews into the process allowed Cathay Pacific to screen for real-world language proficiency.

CASE STUDY SOURCE

[HireVue](#)