

LaunchCode Streamlines Candidate Screening and Increases Qualified Candidates by 54% with Willo

54%

Increase in qualified candidates screened

52%

Reduction in total interview time

55%

Application completion rate (up from 33%)

MODERNIZING TECH TALENT MATCHING AT SCALE

LaunchCode is a national nonprofit organization dedicated to reshaping the tech talent pipeline. By offering free technical training and job placement support, LaunchCode helps career changers from non-traditional backgrounds break into the tech industry, and helps companies find the skilled professionals they need.

Recognizing the potential of video interviews as a tool for surfacing standout talent, LaunchCode had long relied on them as part of its candidate evaluation process. However, as the organization scaled to meet growing demand, its manual, time-intensive video interview approach became unsustainable. LaunchCode needed a smarter, more scalable way to screen candidates, one that didn't compromise on candidate insight or experience.

WHY WILLO

In search of a more efficient, automated, and behaviorally insightful solution, LaunchCode turned to Willo in late 2023. After a successful two-week pilot, the team upgraded to Willo's Growth Plan, designed specifically for scaling organizations that hire regularly and want to streamline their process while improving hiring outcomes.

Key to this decision was Willo's seamless integration with existing systems such as HubSpot and HackerRank, allowing LaunchCode to modernize its workflows without disrupting them. The team was also drawn to Willo's flexibility, strong product roadmap, and collaborative approach to customer feedback, qualities that positioned Willo as a long-term partner, not just a tool.



IMPACT: LESS TIME, MORE TALENT

The shift to Willo delivered immediate and measurable results. For a typical 30-person class, LaunchCode reduced interview time from 37.5 hours to 18 hours, a 52% time savings. This new efficiency enabled the team to increase the number of applicants reviewed per class from 50 to 70, resulting in a higher-quality pool of final candidates and improved retention rates downstream.

One of the most significant improvements was in application completion rates. Before implementing Willo, only 33% of candidates completed the application process. After adoption, that number rose to 55%, highlighting how an intuitive and approachable interface can create a more welcoming, less intimidating experience for candidates, ultimately reducing drop-off rates in a meaningful way.

“LaunchCode successfully increased its application completion rate from 33% to 55% between November 2023 and March 2025, thanks to a seamless and inviting candidate experience.”

Claire Kim

Enrollment & Recruitment Lead, LaunchCode

BEYOND SCREENING: BUILDING FUTURE TECH TALENT

LaunchCode sees even greater potential in Willo, not just as a screening tool, but as a talent development platform. With features like mock interviews, skill tracking, and self-reflection tools, Willo could play a role in preparing candidates for long-term success in their careers. By extending the platform’s use into the training phase, LaunchCode aims to help candidates build confidence, identify growth areas, and tell their stories more effectively.

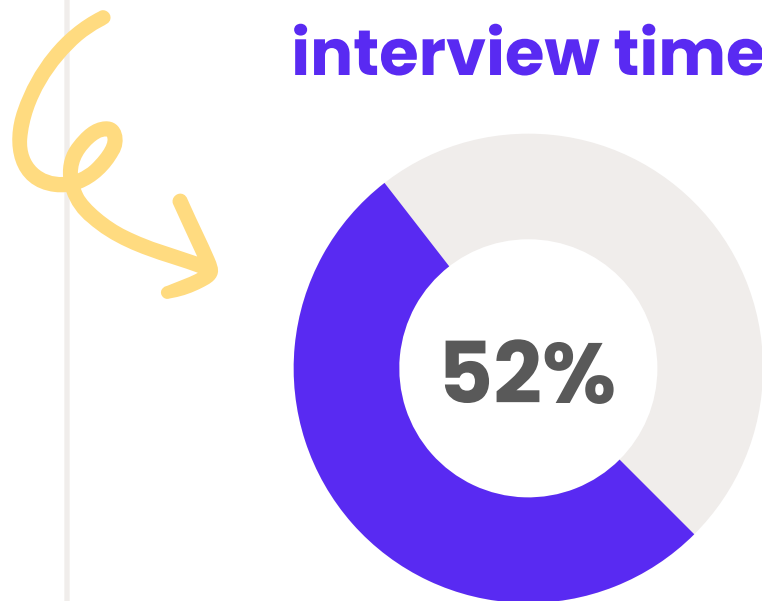
Total interview time before Willo

37.5 hrs

Total interview time after Willo

18 hrs

Reduction in total interview time



“The ability to automate video interviews and capture behavioral responses has not only saved us valuable time and money, but also significantly improved our candidate experience.”

Claire Kim

Enrollment & Recruitment Lead, LaunchCode

Ready to streamline and speed up your hiring process with Willo?

[Book a demo](#)