

How Travelxp Reduced Time-to-Hire by 50% with Willo's Candidate Screening

Reduced candidate screening time by:

66%

significantly easing recruiter workloads and accelerating early-stage evaluations.

Increased initial interview response rates by:

42%

boosting candidate engagement and reducing drop-off.

Reduced time-to-hire by:

50%

by standardizing the hiring process across every team.

As a globally expanding brand, Travelxp is continuously growing its team across multiple departments to keep up with evolving business needs. To support a seamless, scalable, and efficient hiring process, Travelxp adopted Willo nearly two years ago. Since then, its HR team has optimized recruitment by reducing manual workloads and enhancing the overall candidate experience, making hiring more structured and time-efficient.

The Challenge: Scaling Recruitment Efficiently

With a high volume of hiring requirements, Travelxp's recruitment team needed a solution that could automate key processes, deliver consistent candidate evaluations, and improve overall response rates. Their primary challenges included:

- **Time-intensive screening:** 45+ minutes per candidate limited efficiency.
- **Need for uniformity:** A structured process was required for better comparison and decision-making.
- **Scheduling issues:** Live calls during working hours delayed the process.
- **Scalability concerns:** Specialized hiring needed flexibility and customization.

The Solution: Automating Recruitment with Willo

Willo introduced automation and structure through its AI-powered video screening platform, helping Travelxp streamline and scale their hiring process efficiently.

"One of the biggest wins for us has been the time saved. Reducing candidate screening time for recruiters from 45 minutes to just 15 per candidate has completely transformed our team's productivity; we can now focus more on decision-making instead of chasing schedules."

Sharvari Kadam

HR Manager, Travelxp

Significant Time Savings & Efficiency Boost

- Time per candidate was reduced from 45 to 15 minutes.
- Enabled assessment of more candidates without sacrificing quality.

Standardized & Fair Assessment Process

- A fixed set of questions ensured every candidate was evaluated uniformly.
- Made comparisons easier and more accurate for recruiters.

Personalized & Department-Specific Interviews

- Custom questions per department improved relevance and precision.
- Particularly effective for bulk and specialized hiring.

24-Hour Flexibility & Higher Response Rates

- Candidates record responses on their schedule within 24 hours.
- Resulted in a 50% response rate for initial interviews.

Automation & Process-Driven Approach

- Easy for new HR team members to learn and use from day one.
- Helped filter out uninterested candidates early in the process.

The Impact: A Smarter, Faster, More Fair Hiring Process

Willo has helped Travelxp reduce screening time by 66%, introduce a standardized and structured hiring framework, and boost overall efficiency across recruitment verticals. With a 50% response rate in the initial interview round, Travelxp now engages more candidates while spending less time.



“Willo has streamlined our hiring process by automating first interview rounds, enhancing efficiency, and creating a seamless, convenient experience for both our HR team and candidates. It has become an invaluable tool for automating and scaling recruitment effortlessly.”

Sharvari Kadam
HR Manager, Travelxp



Conclusion

By adopting Willo’s AI-powered platform, Travelxp has transformed its hiring into a faster, more structured, and candidate-friendly experience. As the company continues to expand, Willo remains a vital part of its HR tech stack, driving smarter hiring and long-term recruitment success.

Next Steps

Travelxp is actively expanding its use of Willo by building structured interviews tailored to each role and implementing pre-screening criteria directly within the platform to further automate recruitment and standardize the hiring process.

With Willo, Travelxp is not just keeping pace with growth—they’re setting the pace for a more agile, fair, and future-ready hiring experience.

Want to reduce your time-to-hire and engage retail talent faster?

See how Willo can help