



# IJIRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**

e-ISSN: 2319-8753 | p-ISSN: 2320-6710



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 10, Issue 7, July 2021

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 7.569



9940 572 462



6381 907 438



ijirset@gmail.com



www.ijirset.com

# A Study on Recruitment Automation Tool

Pavithra M Hunagund<sup>1\*</sup>, Dr. M B Huli<sup>2\*</sup>

P G Student, Chetan Business School, Hubli, Karnataka, India

Adjunct Professor, Chetan Business School, Hubli, Karnataka, India

**ABSTRACT:** Recruitment Automation tool is a positive orientation tool which is used for On-Boarding candidates when He/She gets selected to an organization.

The study focuses on analyzing how the on-boarding candidate's selection is done and how candidates receive their offer letter. The study was done through releasing offer letter to various candidates and taking opinions from present employees how useful and effective the **Ripple Hire Tool** is, Recruiting Automation is a category of technology that allows company to automate recruiting tasks and workflows so they can increase recruiter productivity.

In the present study Ripple Hire tool was used in the organization for hiring candidates. This tool is very useful to verify the documents of the hired candidates which can be very easily verified through Ripple hire, this tool consists certain stages like: 1) Applied, 2) HR, 3) Line, 4) Offered, 5) Hired, 6) On Hold, 7) No Show, 8) Reject.

For the purpose of this study 100 respondents were selected purposively. The study revealed that Ripple Hire is a cost-effective tool for the recruitment of employees and it is applicable at all stages of the hiring process.

**KEYWORDS:** - Recruitment Automation, On- Boarding, Ripple Hire, Productivity, Hiring Candidates.

## I. INTRODUCTION

Standard Life Insurance Pvt Ltd Company it is India's largest private sector bank, and prudential plc, a leading international financial services group. Organization has adopted automation tool called **RIPPLE HIRE**.

Ripple Hire Tool which is used in the organization to hire candidates is very useful to verify the documents of the hired candidates which can be easily verified through Ripple hire, this tool consists of certain stages:

1. Applied Stage
2. HR Stage
3. Line Stage
4. Verify Stage
5. Offered Stage
6. Hired Stage
7. On Hold Stage
8. No show Stage
9. Reject Stage

Were each stage is used to make offer to the candidates.

**Applied stage:** When candidates are selected it generates Ripple hire ID and this ID is created in three ways

1. Direct Method
2. Employee Referral Method
3. Consultancy Method

Through these methods candidates Ripple Hire ID is created and when this ID is created candidates will be shown in the applied stage.

**HR stage:** In HR stage once the HR gives the feedback in applied stage saying **OK** candidate will be moved to line stage.

**Line stage:** When HR moves to Line stage and in line stage request will be sent to the channel Manager who have hired the candidate when Manager accepts the feedback candidate will be moved to verify document stage.

**Verify stage:** When candidates are moved to verify documents in this stage candidate are asked to upload certain documents such as:

1. Aadhar card
2. Pan card
3. PU
4. SSLC
5. UG Passing Certificate
6. PG Passing certificate
7. Experience letter
8. Passport size photo
9. CV

These are the mandatory documents which have to be uploaded. If all these documents are uploaded only then candidates are moved to Offered stage and candidates receives the Offer letter, this offer letter is released through Ripple Hire Tool.

Which makes the documentation easy to the recruiters to hire the candidates

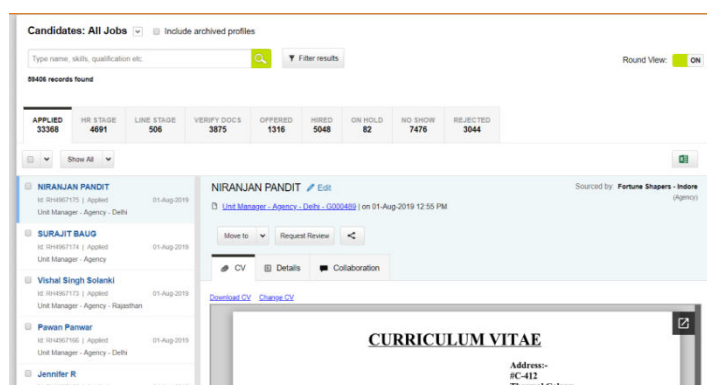


Fig (1)

Above fig(1) shows that it is the image how ripple hire stages can be seen.

Recruiting automation enables talent acquisition teams to automate processes that were previously performed manually. These technologies leverage artificial intelligence (AI), machine learning and predictive analytics and can be found at all stages of the hiring process (pre-applicant, during the application process and post-hiring decision).

Recruiting automation technologies are used by companies looking to increase their competitive advantage in hiring. These companies recognize that the “status quo” way of hiring simply doesn’t work as well as it used to an age of hyper-competition for top talent. These companies are looking to achieve better results, in a shorter amount of time and often with fewer resources relative to the goals they are trying to achieve.

Examples of recruiting automation technologies can be found throughout the recruiting funnel, from initial candidate sourcing to the final hiring decision. Some of the categories within recruiting automation are as follows:

- CANDIDATE SOURCING AND ENGAGEMENT
- CANDIDATE SCREENING AND EXPERIENCE
- INTERVIEW SCHEDULINGASSESSMENTS, INTERVIEWING AND BACKGROUND CHECK
- CANDIDATE RELATIONSHIP MANAGEMENT (“CRM”) / RECRUITMENT MARKETING
- APPLICANT TRACKING SYSTEMS (“ATS”)
- CANDIDATE REDISCOVERY AND RANKING

## II. MATERIALS AND METHODS

**LOCALE OF THE STUDY:** The Study was conducted at Standard Life Insurance Company Pvt Ltd Bangalore. The study period was for only two months.

**SAMPLING:** Sampling is taking any portion of population or universe as a representative of that population or universe.

**TYPE OF SAMPLING:** Purposive sampling was adopted which is characterized by the use of judgment and a deliberate effort to obtain a representative sample.

**SAMPLING SIZE:** The universe consisted of 200 employees of which 100 were purposively selected for this study.

**DATA COLLECTION:** Data collection includes Primary Data and Secondary Data

1. **Primary Data** was collected by administering the questionnaire prepared by the investigator.
2. **Secondary Data** was collected through the Records, Reports, Internet, and Website etc of the company.

**DATA ANALYSIS:** The data collected were tabulated and calculated for frequency and percentages using SPSS Software.

### NEED FOR THE STUDY

The automation in industry has come full circle with advent of automation in recruitment automation is category of technology that allows companies to automate recruiting tasks and workflows so they can increase recruiter productivity accelerate time to fill, reduce cost pre-hire and improve the overall talent profile of their organization. Recruitment automation enables talent acquisition teams to automate processes that were previously performed manually. These technologies leverage artificial intelligence (AI) machine learning and predictive analytics and can be found at all stages of the hiring process. So, with this in mind, Ripple hire has been used by Standard Life Insurance Company.

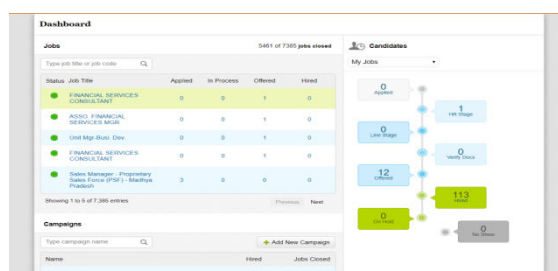
### SCOPE OF THE STUDY

The adoption of automation tool, Ripple hire for all stages of hiring is being used. It is a versatile tool which would enhance talent acquisition. However, until recently the technology did not exist at scale to move the needle on hiring efficiency. Recent advances in artificial intelligence and machine learning and rise of open source have spurred innovation that makes the promise of more efficient and productive recruiting teams a reality. The Ripple hire tool would ensure that all the best fit candidates are identified and engaged in the recruiter's process, resulting in better quality hire and a higher performing organization.

## III. EXPERIMENTAL RESULTS

### OBJECTIVE OF THE STUDY

1. To study the effectiveness of ripple hire at Standard Life Insurance Company
2. To study the productivity of employees at Standard Life Insurance Company
3. To study the ease of using ripple hire at Standard Life Insurance Company



Fig(2)

Fig (2) shows the Home Page which shows over all data of Standard Life Insurance Company that how many candidates are in applied stage, In process stages, Offered stages, Hired stage.

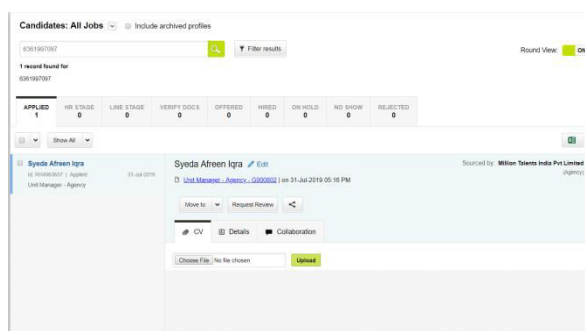
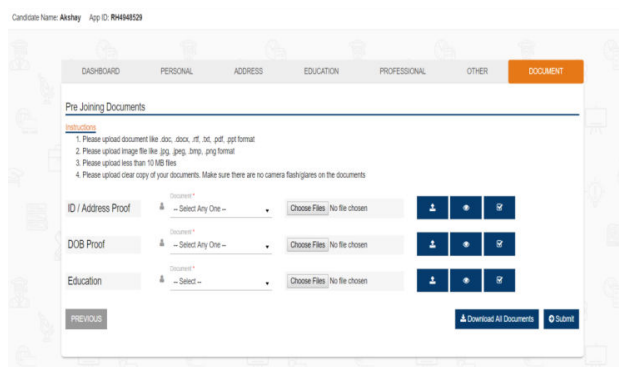


Fig (3)

In the above fig(3) it shows that candidate who is in applied stage.



Fig(4)

Above fig shows the Documentation stage of the candidates where the documents are been verified through this.

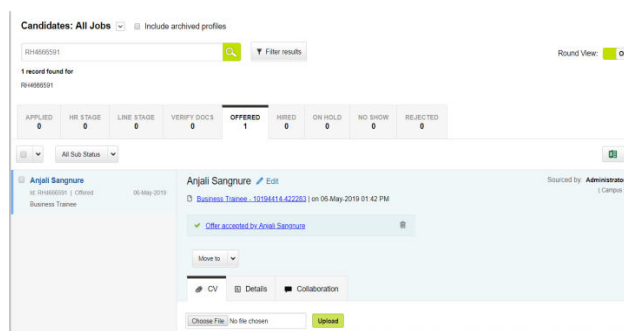


Fig (5)

Above fig shows that when the candidates receive their offer letter and when they accept the offer from their mail and in offer stage it shows Offer accepted.



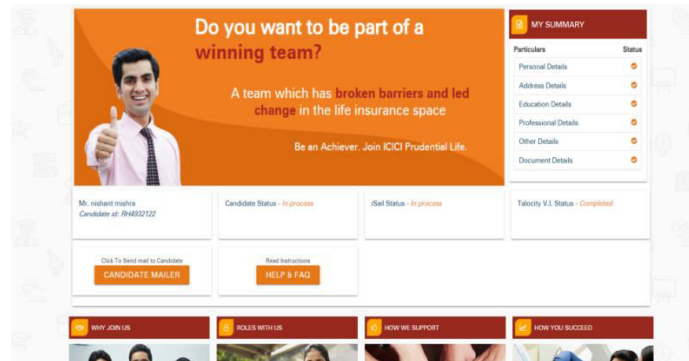


Fig (6)

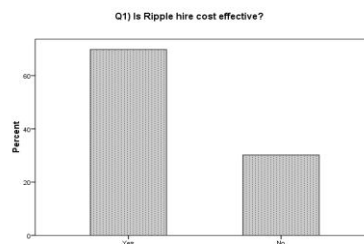
Above fig shows the page of candidate mailer where it shows whether the candidates have been completed there documentation process and Isail game completion and if the candidates have not received the mail to upload the documents it can be sent through candidate mailer.

## FREQUENCY TABLE

Q1) Is Ripple hire cost effective?

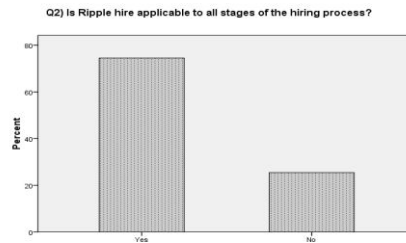
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	69.8	69.8	69.8
	No	32	30.2	30.2	100.0
	Total	106	100.0	100.0	

## Bar Chart



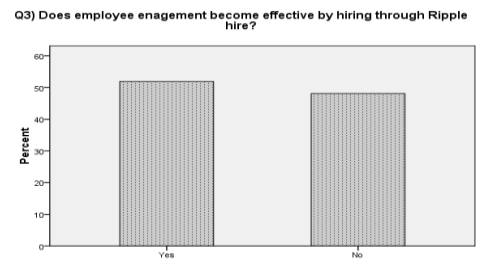
Q2) Is Ripple hire applicable to all stages of the hiring process?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	74.5	74.5	74.5
	No	27	25.5	25.5	100.0
	Total	106	100.0	100.0	



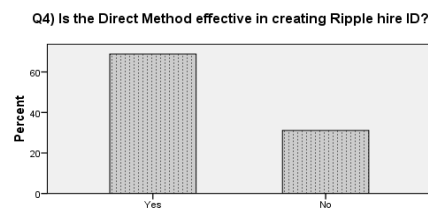
**Q3) Does employee Engagement become effective by hiring through Ripple hire?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	55	51.9	51.9	51.9
No	51	48.1	48.1	100.0
Total	106	100.0	100.0	



**Q4) Is the Direct Method effective in creating Ripple hire ID?**

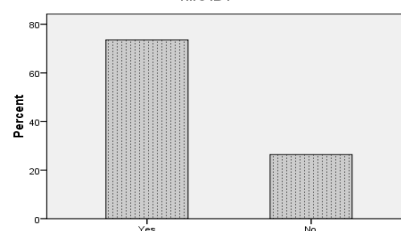
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	73	68.9	68.9	68.9
No	33	31.1	31.1	100.0
Total	106	100.0	100.0	



**Q5) Is the Consultancy Method effective in creating Ripple hire ID?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	78	73.6	73.6	73.6
No	28	26.4	26.4	100.0
Total	106	100.0	100.0	

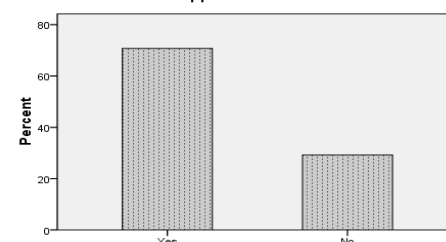
Q5) Is the Consultancy Method effective in creating Ripple hire ID?



**Q6) Is the Employee Referral Method effective in creating Ripple hire ID?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	75	70.8	70.8	70.8
No	31	29.2	29.2	100.0
Total	106	100.0	100.0	

Q6) Is the Employee Referral Method effective in creating Ripple hire ID?



### III. INTERPRETATION

- 1) According to the survey 74% of the respondents have agreed that the Ripple Hire is cost effective and 30.2% of respondents have disagreed that the Ripple Hire is cost effective. Hence it is understood that Ripple Hire tool cost effective it saves the time of the recruiter.
- 2) It is noticed that majority 74.5% of the respondents are of the view that the Ripple hire is applicable to all the stages of the hiring process. Remaining 25.5% of the respondent's view that Ripple hire is not applicable to all the stages of hiring process.
- 3) 51.9% of respondents gave an opinion that employee engagement become effective by hiring through Ripple hire whereas 48.1% has disagreed that employee engagement is effective by hiring Ripple hire. But employee engagement is more effective by Ripple hire.
- 4) As per bar graph it is understood that majority of the respondents about 68.9% of them have an opinion that Creating Ripple hire Id by Direct Method is effective. Where remaining 31.1% of the respondents have an opinion that direct method is not effective in creating Ripple hire ID.
- 5) Survey resulted that 73.6% of the respondents are expecting that Consultancy method is effective in creating Ripple hire ID. And 26% of respondents are not expecting that Consultancy method is effective in creating Ripple hire ID
- 6) As per the above graph it is resulted that 70.8% of the respondents have declared that Employee referral method is effective in creating Ripple hire ID, whereas 29.2% of respondents have declared that Employee referral method is not effective in creating Ripple hire ID.





## **V. CONCLUSION**

Ripple hire is a versatile tool to recruit employees for the organization, It is effective at all stages of hiring process and Research and Studies have reported that employee engagement is effective for hiring and Direct method is effective in creating Ripple hire ID, Consultancy and Employee referral method is effective in creating Ripple Hire ID, Isail game makes ripple hire effective

## **REFERENCES**

1. Entelo, Recruiting Automation. All Right Reserved (2019)
2. Bell, et al(2006)A Study of HR Automation in Organization. International Journal of Academic Research and Development)
3. Beadles, et al (2005) A Study of HR Automation in Organization. International Journal of Academic Research and Development [2]
4. Mark & Steve(2003)A Study of HR Automation In Organization. International Journal of Academic Research and Development [7]



**Impact Factor:  
7.569**



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details